



Northeastern

Northeastern University
Boston, Massachusetts

Associate Vice President for Enrollment Management

Northeastern University is seeking a deeply experienced enrollment professional with high energy, recognized for success and achievement, and possessing an appetite for both complexity and nuance to serve as Associate Vice President for Enrollment Management. Reporting to the Vice President for Enrollment Management, overseeing the Office of Student Financial Services, and working collaboratively with the Enrollment Management leadership team, the Associate Vice President for Enrollment Management will assist with broad leadership within Northeastern, providing the vision, strategy, technical and operational direction to enhance the university's current and future enrollment.

The Position:

The Associate Vice President for Enrollment Management (AVP) is the key collaborator to the Vice President for Enrollment Management, [Sundar Kumarasamy](#), handling a wide range of matters of institutional importance, including budget and personnel administration, and cultivating and maintaining strong professional relationships with key partners across the university. The Associate Vice President partners with the Vice President for Enrollment Management and assists in overseeing critical aspects of strategic enrollment management areas such as Undergraduate Admissions, Student Financial Services, Outreach and Opportunity Scholarships, the Office of Global Services, the Enrollment Management Contact Center, the Center for Financial Independence, Enrollment Research, Summer / Pathway Programs, and N.U.*in* Programs.

Enrollment Management at Northeastern University reports to [Senior Vice President and CEO](#), Philomena Mantella.

Essential Duties and Responsibilities:

The primary duties and responsibilities for the Associate Vice President of Enrollment Management are as follows:

- Provide the strategic leadership and oversight for the undergraduate enrollment effort of the university's seven colleges, program for undeclared students, N.U.*in* Programs and the Honors Program;
- Provide direct oversight to the Office of Student Financial Services, a unit with over 65 staff in Financial Aid, Scholarships, Student Employment, Financial Literacy, Student Accounts, Student Access Services and Operations;
- Develop enrollment strategies in concert with the academic areas to meet objectives for incoming first-year and transfer students consistent with the strategic plan and position of the university, and juggle the many and sometimes conflicting objectives that will emerge because of the university's resource-centered management. Engage in continuous, reflective, analytically rigorous and technically sophisticated dialogues about enrollment realities and possibilities;
- Produce forward-looking, transparent strategic plans and budgets that link expenditures to outcomes; produce regular and systematic comparative reports that detail month-to-month as well as annual progress toward enrollment goals;
- Routinely analyze data to shape strategic directions; regularly assess effectiveness of the university's enrollment offices and programs and make appropriate adjustments so as to lead an effort that is continuously proactive and responsive to market forces and university needs;
- Develop strong, collaborative relationships with members of the campus community; work in partnership with other individuals and offices regarding recruitment and retention of students; communicate strategies and outcomes clearly and concisely to unite and inspire administrators, faculty, staff and students to join together with the enrollment effort;
- Promote collaborative partnerships with current students, parents, alumni and members of the high school counseling community locally, nationally, and globally so they can best understand and communicate the university's academic programs and quality of student life;
- Promote frequent personal interactions with prospective students and their families by actively involving members of the university community; and
- Oversee the preparation and implementation of the division's budget.

Qualifications, Qualities and Characteristics

The Associate Vice President for Enrollment Management will be a consummate professional who embraces a team environment and works with colleagues in a spirit of partnership, transparency and fiscal responsibility. The Associate Vice President for Enrollment Management will have a track record of successful leadership in enrollment management and demonstrated accomplishment developing and attaining strategic goals and objectives.

Candidates for this position should possess substantial experience in higher education enrollment management as well as an earned Master's degree or higher. The position requires knowledge of current thinking and practices in student recruitment, financial aid, and retention; decision-making experience in complex organizations; demonstrated capacity to lead and supervise a large and diverse portfolio of human and fiscal resources; a proven commitment to the value of diversity and the mission of a national urban research university; and the ability to manage change in a complex educational institution.

In addition, the Associate Vice President should exhibit the following personal and professional qualities and characteristics:

- Commitment to fulfilling the mission of Northeastern University;
- Proven effectiveness in enrollment management as evidenced by: a documented record of enrollment success, including the ability to move an institution to greater enrollment strength; significant professional experience managing the complex interplay of marketing and recruiting strategies, enrollment goals, yield and financial aid; and genuine enjoyment in leading and managing an enrollment function that supports an institution's mission, goals and objectives;
- Demonstrated ability in creatively marketing an institution so as to achieve superior levels of enrollment performance: proven success in innovation and risk-taking combined with excellent execution of both complex and routine marketing strategies; a record of propelling programs to new levels of success; ability to carry out marketing functions with close attention to the needs of the university and the match between it and its potential students; and ability to think innovatively and to leverage technology with a sensitivity to and understanding of the human/cultural impact;
- The sophistication to understand the potential value of technological innovations and to lead the process of harnessing emerging technologies and leveraging technology investments that can support the processes within enrollment so as to attract and enroll a large and increasingly diverse applicant pool and entering class;
- An ability to manage both big picture and operational details: evidence of ability to focus and lead an organization to achieve the elements of a strategic plan and to continuously refine the organizational plan, structure and operations as it evolves;
- The capacity to understand the complex issues facing higher education and the ability to develop recruitment and enrollment strategies that support the institution's academic and student-centered agendas;

- An open and collaborative leadership style that promotes partnerships and builds trust and strong relationships across constituencies; an appreciation for the central role of deans and faculty at the university, with the ability to mobilize their participation;
- Experience in or a demonstrated commitment to working with diverse student populations and/or in a culturally diverse work and educational environment;
- A strong record as a self-starter with high standards for personal and professional excellence, achievement, honesty and integrity;
- The ability to lead change, engaging all constituents and levels of the organization in the implementation of new strategies and methodologies;
- The ability to build relationships, to work through issues in a calm and professional manner and to share and communicate in an open and honest fashion; and
- The ability to lead and the talent to delegate responsibility.

Northeastern University

Founded in 1898 in Boston, Northeastern is a global, experiential, research university built on a tradition of engagement with the world, creating a distinctive approach to education and research. The university offers a comprehensive range of undergraduate and graduate programs leading to degrees through the doctorate in nine colleges and schools, and select advanced degrees at graduate campuses in Charlotte, North Carolina, Seattle, Silicon Valley, and Toronto.

Northeastern started with an innovative idea: that education is about engaging with the world to solve problems and lead change. That distinctive approach, founded in cooperative education, has created an academic culture that infuses both undergraduate and graduate studies. Undergraduates are empowered to chart their own academic path, through more than ninety majors and concentrations and global experiential learning opportunities in ninety-two countries. Northeastern's 158 graduate programs prepare students for emerging new fields; students are able to take courses on campus, online, or in hybrid formats, creating the educational experience that best meets their needs.

The university is committed to the educational success of its students, offering need-based aid and a range of scholarships to reward the outstanding achievements of students from all walks of life. Experiential learning, anchored by a renowned cooperative education program, lies at the heart of academic life at Northeastern. The integration of study with professional work, research, and service in countries around the world gives students real-world opportunities and responsibilities. Students explore their path, acquire a deeper grasp of their studies, and develop an understanding essential to lifelong achievement: how to learn and grow outside the comfort-zone of the classroom.

As a university where teaching and research are grounded in global engagement, Northeastern's impact is being felt in all corners of the world. Students shape the world through experiential learning opportunities with nearly 3,100 partners on seven continents; and through the common pursuit of knowledge on a dynamic campus that connects students from 140

countries. Northeastern faculty members collaborate on research with colleagues on campus and on the other side of the world, with a focus on global challenges in health, security, and sustainability. Northeastern alumni, prepared to be engaged citizens of the world before they graduate, are making a difference in 186 countries. Learn more about Northeastern's exceptional programs at <http://www.northeastern.edu>.

Location

Northeastern's campus is spread out across seventy-three acres in the venerable college town of Boston. Northeastern has its own stop on Boston's subway system, commonly called the T. The city, home to myriad colleges, is steeped in American history and full of activities for students, staff and faculty. Over four million people live in the greater Boston area; Boston prides itself on being one of the most livable cities in America. Twenty-one diverse neighborhoods offer more than 600,000 city residents the opportunity to taste, touch, and experience things from all over the world. Neighbors benefit from exceptional medical facilities, vibrant neighborhood business districts, and a solid network of parks, community centers, and libraries. For more about life in Boston, see some of the following links:

<https://www.bostonusa.com/>; <http://bostonchamber.com/>; and <http://www.cityofboston.gov/>

To Apply: Napier Executive Search is assisting Northeastern University identify their Associate Vice President for Enrollment Management. For more information, or to nominate someone for this role, contact Mary Napier (mary.napier@napiersearch.com), or Laura Robinson (laura.robinson@napiersearch.com). Interested candidates should submit a résumé, along with a letter of interest describing his/her unique qualifications and background for the 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 northeastern@napiersearch.com no later than January 3, 2018, though credentials will be reviewed as they are received.

Northeastern University is an Equal Opportunity, Affirmative Action Educational Institution and Employer, Title IX University. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by the law. Northeastern University is an E-Verify Employer.

