



**Director of Admission  
The Hamilton Holt School at Rollins College  
Winter Park, Florida**

*Rollins College educates students for global citizenship and responsible leadership, empowering graduates to pursue meaningful lives and productive careers. We are committed to the liberal arts ethos and guided by its values and ideals. Our guiding principles are excellence, innovation, and community. –*

**Rollins College Mission Statement**

The Hamilton Holt School at Rollins College is seeking a collaborative and innovative Director of Admission to proactively and strategically guide the institution in its efforts to develop and implement sophisticated and successful recruitment strategies. Rollins College, founded in 1885, is one of the best and most distinctive independent, comprehensive liberal arts colleges in the country. A member of the prestigious Associated Colleges of the South and the Annapolis Group, Rollins offers rigorous, applied learning of the highest quality in an inclusive environment. The Hamilton Holt School at Rollins College features a wide range of evening bachelor's and master's degree programs offered during weekday evening hours and weekends, with small classes, dedicated faculty, and diverse students of all backgrounds.

**The Position:**

The Director of Admission for the Hamilton Holt School is the senior admission officer of the school, reporting directly to the Vice President for Enrollment Management and in collaboration with the Dean of the Hamilton Holt School. The Director of Admission is responsible for the planning, supervision, and execution in all aspects of selection, recruitment and enrollment of graduate and undergraduate students in the Hamilton Holt School. Managing a team of four direct reports, the Director develops and implements data-driven, strategic and innovative recruitment plans to achieve institutional enrollment goals. This includes specific oversight of strategic planning related to the recruitment of key populations such as students transferring with their Associates degree, students transferring with at least 30 college credit hours, graduate students, pipelines from key business and education partnerships, and

populations with program-specific interests. Finally, the Director of Admission will work in partnership with the Office of Marketing and Communications to define Holt's unique value proposition and develop and implement marketing plans in service to enrollment goals.

**The Director of Admission will be tasked with accomplishing the following:**

- Create and implement strategic recruitment plans that achieve targeted enrollment goals for specific Holt populations and programs.
- Hire, train, and supervise admission staff, and measure performance according to enrollment goals; cultivate and channel staff energy and efforts.
- Develop and implement individual and team enrollment goals in collaboration with the Vice President for Enrollment Management and the Dean of the Holt School.
- Maintain engagement with faculty directors of Holt programs and the Dean of Holt to set enrollment targets and admission criteria.
- Engage in long-term planning and evaluation of the Holt admission program, as well as resource assessment and management.
- Continually monitor admission data, track set key performance indicators, and make evidence-based adjustments and recommendations to the recruitment plan.
- Design and manage file review process to review applicants for admission to meet enrollment objectives.
- Manage the admission application file review process and work with counselors to make sure that all reviews are completed in a timely and effective fashion.
- Oversee effective use of Slate CRM to generate applications, communicate with prospective students, organize data and monitor key performance indicators.
- Develop and oversee a comprehensive and structured outreach plan that proactively seeks out community, business, and education partners who will provide strong enrollment pipelines to Holt at both graduate and undergraduate levels.
- Attend community events to promote the Hamilton Holt School.
- Maintain strong relationships with faculty, academic deans, senior administrators, students, alumni and community partners.
- Work with Student Services to manage student matriculation and retention efforts.
- Promote team building, professional development, and mentorship within the admissions team.
- Ensure adherence in the admissions department to all College policies and procedures.
- Support campus marketing efforts and messaging.

**Qualifications and Experience**

Candidates for the position of Director of Admission must have at least five years of experience preferably in the adult and continuing education sector, or transfer sector, or relevant experience. A bachelor's degree is required; an advanced degree is preferred. Additionally, a

track record of successfully enrolling non-traditional, graduate, and/or transfer students according to measured KPI's is desired.

The new director is expected to possess the following knowledge, skills, and abilities:

- Exceptional organizational, interpersonal, communication, and management skills.
- Proficiency with Banner and Slate CRM is highly preferred.
- Ability to work collaboratively and effectively with campus partners and other groups of diverse constituents.
- Strong leadership and project management skills.
- Data-savvy and experience using data to inform decision-making.
- Up to date on current trends in the field of enrollment management and continuing adult and graduate education.
- Demonstrated commitment to diversity and inclusion.
- Solid management experience and experience leading and supporting a high-functioning team
- Appreciation for adult students, graduate and undergraduate, and an interest in reaching them, listening to them and valuing them.

## **Rollins College**

Enrolling approximately 2,700 full-time undergraduate and 500 graduate students, Rollins College is a liberal arts institution for the 21st century. Founded in 1885 by New England Congregationalists who sought to bring their style of liberal arts education to the Florida frontier, Rollins is a four-year, coeducational institution and the first recognized college in Florida. The 80-acre campus features distinctive Spanish-Mediterranean architecture and was named the No. 1 Most Beautiful College Campus by *The Princeton Review*, 2015-2016, and one of the 50 Most Amazing College Campuses by *The Best Colleges*, 2011-14. The one-of-a-kind Walk of Fame contains more than 500 stones gathered from the birthplaces of influential cultural and historical figures and engraved with their names. Rollins College prepares students for a lifetime of learning through small class sizes, challenging coursework and robust research, as well as study abroad and internship opportunities. The academic experience is enhanced by the nearly 100 student-led organizations, ranging from social and cultural to service, special interest, and honorary. These experiences create a rich living and learning environment ripe for students to find their passion and potential.

Led by President Grant Cornwell, Rollins College offers a variety of educational experiences at both the graduate and undergraduate level. The undergraduate program is comprised of the College of Liberal Arts, which houses more than 30 undergraduate programs. The Hamilton Holt School offers undergraduate and graduate evening programs for adult learners. The Crummer Graduate School of Business has three distinctive MBA programs and an Executive Doctorate in Business Administration.

## **Hamilton Holt School**

The Hamilton Holt School, named for the college's eighth president, is one of three academic units within the College and operates alongside the College of Liberal Arts ("CLA"). Serving approximately 1,000 traditional and adult students ranging from 17 to 75 in age, the Hamilton Holt School offers 12 majors for undergraduates (including Business Management, Communications Studies, Economics, Elementary Education, English, Environmental Studies and Sustainable Urbanism, Healthcare Services Management and Leadership, Humanities, International Affairs, Music, Organizational Behavior, and Psychology) and seven graduate programs within a personalized adult-learning environment (including Master of Arts in Applied Behavior Analysis and Clinical Science, Graduate Studies in Education, Master of Arts in Clinical Mental Health Counseling, Master of Arts in Teaching, Master of Public Health, Master of Human Resources, Master of Liberal Studies, and Master of Business Administration). Featuring the same academic rigor as the residential program, the Hamilton Holt School at Rollins College features small evening classes that ensure one-on-one attention from distinguished faculty. Students gain new perspectives as they collaborate with fellow students from diverse backgrounds, preparing them for today's dynamic corporate environments. For more, see <https://www.rollins.edu/evening/>

### **Winter Park, Florida**

The City of Winter Park, Florida, is a friendly cosmopolitan community on the edge of Orlando, one of the most diverse, and fastest growing cities in the United States. Home to 29,000 residents, it is known for its parks, world-class museums, beautiful lakes and fine shopping along Park Avenue and in Hannibal Square. Winter Park offers a full range of residential choices, a premier central business district, incredible restaurants and its own hospital. The SunRail train passes blocks from the Rollins campus. Being so close to Orlando, with its growing population of 1.2 million residents, gives Rollins students vast opportunities for internships and experiential learning. For families, Orlando is a gold mine, starting with internationally known amusement parks and attractions including Walt Disney World and Universal. From attending professional sports events - such as Orlando Magic basketball, Orlando City Lions, or Orlando City Pride soccer - to exploring Loch Haven Park, the hub of Orlando's blossoming arts scene - to catching a concert at Amway Center or Dr. Phillips Performing Arts Center, there are always activities available for active individuals and families. Outdoor enthusiasts will find abundant opportunities year round in the Florida sunshine at the hundreds of lakes, rivers, and springs in the Greater Orlando area. Located along the banks of Lake Virginia in Central Florida, Rollins' beautiful college campus encourages people to take advantage of Florida's natural beauty and Orlando's vibrant metropolis.

### **To Apply:**

Napier Executive Search is assisting Rollins College to identify candidates who will serve as the Director of Admission for the Hamilton Holt School at Rollins College. To arrange for a confidential conversation or to nominate a candidate for this position, contact Laura Robinson ([laura.robinson@napiersearch.com](mailto:laura.robinson@napiersearch.com)) or Mary Napier ([Mary.Napier@napiersearch.com](mailto:Mary.Napier@napiersearch.com)). To apply, send a resume, a detailed letter of interest, and contact information for three professional references by email to: [Rollins@napiersearch.com](mailto:Rollins@napiersearch.com). Resumes will be reviewed until the position is filled, but for assurance of

full consideration, submit application materials no later than **December 8, 2018**. All applications and nominations will be considered confidential and notice will be given before references are contacted.

*Rollins College does not discriminate on the basis of sex, disability, race, age, religion, color, national or ethnic origin, ancestry, marital status, veteran status, sexual orientation, gender identity, gender expression, genetic information, physical characteristics, or any other category protected by federal state or local law, in its educational programs and activities.*

