



## **DREW UNIVERSITY**

### **Vice President for Enrollment Management and Dean of College Admissions**

Drew University invites nominations and applications for the position of Vice President for Enrollment Management and Dean of College Admissions.

Serving as the leader in the Division of Enrollment Management, the Vice President and Dean will oversee undergraduate admissions for the College of Liberal Arts; admissions for the Caspersen School of Graduate Studies and the Drew Theological School; the University's Financial Aid Office; and the athletic department.

As a result of effective university-wide enrollment efforts and under the leadership of retiring Senior Vice President, Dr. Robert J. Massa, Drew has experienced strong positive change in all enrollment indicators since 2015. Today, the University enrolls 1,734 undergraduate students and 599 graduate and Theological School students. The Vice President and Dean will build on this success by sustaining and growing undergraduate enrollment, guiding efforts in graduate admissions stemming from school and division partnerships and synergies, and continuing to engage Drew's impressive faculty and staff in on-going collaborative efforts toward creating an enrollment and retention culture.

The Vice President and Dean will report to [President MaryAnn Baenninger](#) and serve as a member of the [President's Cabinet](#), taking a key leadership role within this strong and effective body.

#### **OPPORTUNITIES AND PRIORITIES**

The Vice President for Enrollment Management and Dean of College Admissions should be a bold and experienced professional with the expertise to:

**Create and drive a strategic vision for enrollment.** Develop a roadmap for further strengthening Drew's enrollment at the graduate and undergraduate levels. Consult with stakeholders to build managerial structures and practices that will best support this effort.

**Optimize the College's internal partnerships.** Work cooperatively within Drew's collegial community (faculty, staff, current students, alumni, administration, board of trustees) to grow a heightening interest in enrolling students who will prosper from Drew's academic, athletic and co-curricular environment.

**Build on current enrollment success and momentum.** Attract and enroll a greater number of students who view Drew University as their first choice. Continue to elevate the academic quality and diversity of the applicant pool and student body. Increase the percentage of students who remain through graduation. Help identify additional undergraduate and graduate initiatives that will support enrollment goals and respond to student demand. Equip staff in the enrollment division with support, clarity, and professional development.

**Develop predictive enrollment and financial aid models and educate the University community about options and opportunities.** Promote the use of data and analysis in making decisions about objectives regarding quality, retention and net tuition revenue.

**Deploy financial aid resources strategically for new and continuing students.** Evaluate the effectiveness of the University's financial aid offer and devise strategies for using institutional resources most effectively. Ensure compliance with all state and federal agencies. Emphasize continued customer-service approaches. Remain on the cutting edge for financial literacy.

**Strengthen a unified approach to marketing a liberal arts institution, a graduate school and a theological school, all with a rich history.** Possess a robust understanding of regional, national and international enrollment environments for undergraduate and graduate students, including international pathway programs administered in a joint venture between Drew and INTO University Partnerships. Have an appreciation for an educational structure that includes a traditional campus, as well as market-sensitive programs for graduate students. Develop and communicate consistent and unified messages about the College in partnership with the Office of Communications and Marketing. Lead a conversation for and about Drew across traditional recruitment channels as well as media and social channels.

**Evaluate existing technology and information systems used in the enrollment areas.** Be current regarding the use of technology in recruitment and retention. Draw on data to guide discussions, internally and externally, about trends, market development, and tracking successful initiatives.

**Champion the efforts of Drew's coaches and athletics staff.** Support NCAA Division III athletics with overall vision and ability to oversee staff supervision, budgetary and facilities management. Understand the importance of athletics as part of the overall recruitment plan.

**Capitalize on the advantages inherent in the University's New Jersey location with proximity to New York City.** Continue to build partnerships with nearby businesses, non-

profit agencies, churches and schools that provide considerable advantages to Drew's students. Champion our unique offerings such as our New York semesters and our new Launch curriculum. Enhance awareness of these benefits among prospective students, their families, and the wider public.

## **DESIRED QUALIFICATIONS, EXPERIENCE, AND PERSONAL QUALITIES**

The successful candidate will be a strategic, forward thinking leader with excellent analytical and communication skills. Significant experience in the areas of higher education enrollment planning, admissions and financial aid is expected, as is knowledge of athletics and retention. A bachelor's degree is required; an advanced degree is strongly preferred.

Drew University seeks candidates with the following additional knowledge, skills and characteristics:

- Evidence of enrollment success as measured by recruitment, admissions and yield;
- Skilled in financial aid awarding strategies and compliance;
- Ability to create and employ a multi-faceted strategic plan that spans the division;
- Experience as a successful manager;
- Capacity to collaborate with a variety of campus constituents including academic leadership, key administrators, faculty, staff, and others on campus;
- Ability to embrace recruitment and retention of a diverse, talented student body as a means to create a more complete and robust campus community;
- Appreciation of the liberal arts, and graduate and professional education with an ability to articulate and support that mission;
- Demonstration of understanding of local, national and international market trends and demographics for first year and transfer undergraduates as well as graduate students;
- Support and cultivation of knowledge, skills and confidence of staff members;
- Technologically sophisticated with a data and systems orientation;
- Vibrant, fearless persona who leverages risk and innovation to achieve results;
- Charming and energetic influencer;
- Strong work ethic and high standards;
- Confident, non-territorial professional who continuously offers respect to others.

### **The University**

Drew University, a Phi Beta Kappa liberal arts university, includes the College of Liberal Arts, the Drew Theological School and the Caspersen School of Graduate Studies. Drew is located on a beautiful, wooded, 186-acre campus in Madison, New Jersey, a thriving small-town that is a 50 minute train ride to New York City. It has a total enrollment of more than 2,300 students and has 148 full-time faculty members, 99% of whom hold the terminal degree in their fields. The Theological and Caspersen Schools offer master's and doctoral degrees, and the College of Liberal Arts confers bachelor's degrees in 34 disciplines.

Drew is dedicated to exceptional faculty mentorship, a commitment to connecting the campus with the community and a focus on experiential learning. A particularly noteworthy example for undergraduates is the Charles A. Dana Research Institute for Scientists Emeriti (RISE), home of 2015 Nobel Prize Winner for Medicine and Drew Fellow William Campbell.

Founded in 1867, the Theological School prepares scholars, ministers, educators, activists, and not-for-profit professionals for leadership in the academy, church, and civil society. The Caspersen School of Graduate Studies, founded in 1955, has an extraordinary configuration of six programs that focus on “the humanities at work.” These programs put disciplinary and interdisciplinary content into academic, social, and professional contexts. In addition, new and enhanced programs in teacher education and in finance represent the start of the expansion in graduate programs that will be happening in the years ahead.

The university also houses several interdisciplinary centers, including the Center for Civic Engagement, the Center on Religion, Culture & Conflict, the Center for Holocaust/Genocide Study and the Shakespeare Theatre of New Jersey, an independent professional theater, as well as the United Methodist Archives and History Center, home to a rare 1611 printing of the King James Bible. In addition, the Rose Library has one of the country’s leading concentrations of materials on American novelist Willa Cather.

Drew has established a distinctive Launch Program for undergraduate students, designed to help them build their brand by synching career development with rigorous academics and powerful community. Each student is guaranteed two real-world learning experiences (internships, research, city semesters or more), and each student will be guided by a team of mentors, including: faculty, career, peer, alumni and/or industry advisors. Even before this innovative program began, *Princeton Review* twice saluted Drew as one of “50 Colleges that Create Futures” and “The Best 384 Colleges”.

In 2018, Drew rolled back its college tuition by 20% to provide an education that is both affordable and valuable. Nearly \$35 million in institutional scholarship and need-based grants are available. With 94% of Drew University graduates employed or in graduate school six months after graduation, 94% of Drew students graduate in four years or less. The class profile for the most recent entering class is strong, with the average GPA a 3.54 and average SAT 1235. Students hail from 31 states and 18 countries, and their ethnicity is 51% White, 19% Hispanic, 8% Black, 5% Asian and 17% other.

More than 25% of the student body are athletes, participating in twenty NCAA Division III sports in the Mid-Atlantic and Landmark conferences. There are six New York City programs (Semester on Contemporary Art, Semester on United Nations, Semester on Communication and Media, The Wall Street Program, Semester on Social Entrepreneurship, Program on New York Theatre); city programs in London and Washington, D.C.; more than 60 study abroad opportunities in 42 countries; and thousands of internships.

To learn more about Drew University, go to <http://www.drew.edu>.

## **To Apply**

Napier Executive Search is assisting Drew University in their search for the Vice President for Enrollment and Dean of College Admissions. For more information or to nominate someone 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)) for a confidential conversation. Interested individuals should submit a current resume along with a cover letter which directly expresses interest in the position and in Drew, as well as highlights qualifications for the position to: [Drew@napiersearch.com](mailto:Drew@napiersearch.com). Materials will be reviewed as received, but should be submitted by December 3 for best consideration. Candidates should also provide the names and contact information for at least three references. References will not be contacted without permission. The preferred start date is summer 2019.

*To enrich education through diversity, Drew University is an AA/EOE. In accordance with Department of Homeland Security regulations, successful applicant must be authorized to work in the United States. This position is subject to a background check.*

