

Posted: April 26, 2024



POSITION ANNOUNCEMENT

TITLE: ASSOCIATE VICE PRESIDENT FOR STRATEGIC ENROLLMENT MANAGEMENT

DEPT: ADMISSION

REG

TEMP

FULL TIME

PART TIME

STARTING RATE or SALARY RANGE \$110,000-\$120,000

Employees being promoted to a higher classified position receive the minimum for the position or a pay rate adjustment of 8% whichever is greater.

All regular positions also entitle the employee to several benefits including health, dental, vision, life insurance, and retirement which is largely paid by New Mexico Tech for the employee and dependents.

INTERNAL POSTING THROUGH: Concurrent* CONSIDERATION WILL BE GIVEN FIRST TO TEMPORARY AND REGULAR TECH EMPLOYEES WHO APPLY WITHIN THE 7 DAY INTERNAL POSTING. APPLICATIONS RECEIVED AFTER THE 7 DAY POSTING MARGIN WILL BE CONSIDERED WITH OTHER OUTSIDE APPLICANTS.

JOB SUMMARY:

The Associate Vice President for Strategic Enrollment Management (AVP SEM) oversees undergraduate admissions and recruitment, early outreach and the cross-functional teams to support campus-wide enrollment management strategies. AVP SEM is the senior enrollment management officer of the University and must work collaboratively with all divisions of the institution.

AVP SEM is responsible for providing strategic direction in recruitment, Admission and data management, dual enrollment and Financial Aid and assuring that leaders of each area complete the tactical work necessary to achieve the goals of the Strategic Enrollment Management Plan and institutional Strategic Plan. The AVP SEM will conduct strategic analyses and execution across campus, resulting in a direct impact to NMIMT's enrollment process and targets.

The AVP SEM serves as the main conduit for information, innovation and problem resolution between Enrollment Management and the other departments and divisions of the University. The AVP SEM reports to the VP of Student Life and serves on the President's Executive Cabinet.

The incumbent will possess a thorough knowledge of administrative practices within a student affairs environment; student services, including enrollment management, financial aid and student retention models and practices; organizational development; working knowledge of personnel and fiscal administration; and working knowledge of computer applications and CRM systems for Enrollment Management.

JOB FUNCTIONS:

Admission and Recruitment

40%

- Lead enrollment planning efforts by working closely with colleagues across the university and community partners to develop, implement and modify a multi-year strategic enrollment management plan with associated strategies to achieve the University's qualitative and quantitative enrollment goals and objectives at the university, department and program level.
- Collect and leverage data and analytics to inform enrollment management decision making in strategy and all aspects of operations.
- Cultivates, develops, and maintains relationships with counselors and other key liaisons at area high schools and community colleges.
- Collaborate across divisions and faculty to design and offer recruitment events at regional high schools and community colleges, and on the campus.

- Identify cross-divisional partners, particularly faculty, and work with them to leverage and amplify outreach and recruitment efforts.
- Collaborate with campus partners, particularly faculty, to develop enrollment marketing to build brand awareness of the University, academic programs and co-curricular offices while presenting to and engaging diverse prospective student markets, their families and their high school/community college personnel.
- Lead efforts to establish positive working relationships with high school, community college and community partners and initiatives.
- Represents the university to prospective and current students and parents.
- Develop strategies to optimize financial aid packaging and scholarship allocation.
- Manage 3rd party vendors as related to enrollment and report results.

Leadership and Strategic Planning 35%

- Lead campus efforts to identify, recruit, enroll, retain and graduate a diverse student body in alignment with the university's mission, university goals, enrollment targets, forecasted enrollment trends and fiscal requirements.
- Develop and execute a Strategic Enrollment Management Plan to meet strategic enrollment objectives. Enrollment Management Plan must be a collaborative effort that will include other leaders and staff in Academic Affairs, Student Life, Marketing and Business Affairs. The Plan must be informed by longitudinal data from Institutional Research Office.
- Responsible for the leadership, management, planning, administration, direction and evaluation of the Enrollment Management units which serve prospective students, applicants, enrolled students, family members, faculty, staff, alumni and community partners.
- Evaluates effectiveness of the multi-year enrollment strategies and continuously modifies to assure the most impactful, cutting edge and benchmarked initiatives are deployed using a data-centric approach.
- Collaborates with Academic Affairs, Student Life, Office of Research and Administration & Finance to ensure a coordinated campus culture that is student-centered, strategy focused, evidence-based and consistent with NMIMT's values.
- Serves on appropriate university committees as necessary.
- Assures a comprehensive training plan for staff is developed, implemented and assessed in Enrollment Management.

Administration 20%

- Conduct consistent department evaluations to determine how efficient it is running and, if necessary, recommend ideas of improvement.
- Assures a comprehensive training plan, that includes ethics, for staff is developed, implemented and assessed in Enrollment Management and is sufficient to meet institutional accreditation requirements.
- In conjunction with institutional research prepare and present annual statistical reports.
- Serve as a key member of the Student Life Leadership Team.
- Formulate metrics, policies and procedures for establishing and achieving objectives in student recruitment, admissions, marketing, communications, registration, retention and graduation.

Performs other duties and special projects as assigned by the Vice President for Student Life. 5%

REQUIRED QUALIFICATIONS:

Bachelor's Degree in Student Affairs, Marketing or related fields. Four (4+) year of progressive experience. Thorough knowledge of modern management and administrative techniques related to the development and implementation of appropriate methods of work planning, scheduling, and coordination. Ability to reason logically to analyze and solve organizational and managerial problems. Ability to prepare and present oral and written reports which are clear, concise and comprehensive; ability to interpret and apply complex policies and procedures. Ability to establish and maintain cooperative working relationships with a variety of officials and co-workers, with an awareness of and sensitivity to the educational goals of a multi-cultural population. Ability to plan, coordinate and independently implement administrative decisions. Strong management, interpersonal, and communication skills, including ability to work effectively with people of diverse backgrounds and ability to collaborate across organizational lines. Ability to plan, organize, administer, develop and implement strategies and policies and apply good judgment in proposing or implementing solutions. A commitment to using

technology to deliver services to students. Ability to manage and provide guidance for institutional change and in developing innovative solutions to serve institutional needs. Ability to communicate complex information and work collaboratively with university administrators, faculty, staff, students, and community and academic partners outside the institution. Participate in the development and implementation of goals, objectives, policies and priorities for advancing the mission and vision of the university. Ability to facilitate group participation, consensus building and foster employee development through coaching, counseling, and training. Ability to lead a diverse staff in a cross-functional, technologically enhanced environment. Researching and planning processes (e.g., analytical methods and techniques; needs assessment methods, strategic planning principles, project management principles and practices). Current trends, locally, regionally, and nationally related to student recruitment and enrollment management.

DESIRED QUALIFICATIONS:

Master's Degree in Student Affairs, Marketing or related fields. Six (6+) years of progressive experience. Speaks and communicates in Spanish.

LIFTING REQUIREMENTS:

(f)requently, (o)ccasionally, or (s)eldom

0 - 15 pounds	F
15 - 30 pounds	F
30 - 50 pounds	O
50 - 100 pounds	S
100 + pounds	S

PHYSICAL DEMANDS:

Standing 30%	Sitting 50%	Walking 20%	Pulling
Pushing	Lifting	Stooping	Kneeling
Crawling	Climbing	Reaching	Other

Apply to: nmtjobapps@npe.nmt.edu