

# SEARCH PROFILE:

ASSOCIATE VICE PRESIDENT FOR  
ENROLLMENT SERVICES



**CSUN**®

CALIFORNIA  
STATE UNIVERSITY  
NORTHRIDGE

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California State University, Northridge (CSUN) seeks a leader to serve as the next Associate Vice President for Enrollment Services in the thriving and diverse environment of greater Los Angeles.



## CSUN'S COMMITMENT TO YOU

CSUN is committed to achieving excellence through teaching, scholarship, learning and inclusion. Our values include a respect for all people, building partnerships with the community and the encouragement of innovation, experimentation and creativity. CSUN strives to cultivate a community in

which a diverse population can learn and work in an atmosphere of civility and respect. CSUN is especially interested in candidates who make contributions to equity and inclusion in the pursuit of excellence for all members of the university community.

## THE UNIVERSITY

One of the largest universities in the country, California State University, Northridge (CSUN) is an urban, comprehensive university that delivers award-winning undergraduate and graduate programs to nearly 37,000 students annually and counts nearly 400,000 alumni who fuel the region's economy. Since its founding in 1958, CSUN has made a significant and long-term economic impact on California, generating nearly \$1.9 billion in economic impact and more than 12,000 jobs each year. CSUN is a designated

Minority-Serving and Hispanic-Serving Institution, nationally recognized for success in serving a diverse student body. The Association of Public and Land-grant Universities named CSUN an Innovation and Economic Prosperity University, the Wall Street Journal ranked CSUN third in the nation for the university's diverse learning environment, and CSUN is the nation's seventh-ranked school on CollegeNet's 2021 Social Mobility Index.

## CSUN SELECT RECOGNITIONS AND DISTINCTIONS

- *Excelencia* in Education awarded CSUN the prestigious Seal of *Excelencia*, a national certification that recognizes institutions that authentically and intentionally serve Latinx/a/o students, to the benefit of all students.
- The *Wall Street Journal/College Pulse* 2024 Best Colleges in the U.S. ranked CSUN: #12 Best Public University nationally, #2 Best Public University in California, #20 Best for Student Experience nationally, and #5 Best for Social Mobility nationally.
- CSUN has been recognized as a top performer in the Association for the Advancement of Sustainability in Higher Education (AASHE) 2023 Sustainable Campus Index, moving into 4th place among master's institutions.
- *U.S. News & World Report* named CSUN the 25th Best Regional University in the West, and No. 11 best public school among regional universities in the West.
- *Washington Monthly* ranked CSUN fourth in the West among America's Best Bang for the Buck Colleges.
- CSUN has the largest enrollment of students who are Deaf and Hard of Hearing among mainstream universities in the nation.
- Hillel has named CSUN as one of the "Top 60 Public Universities by Jewish Population" and ranked the university #1 in California and #13 nationally among public schools with the largest Jewish populations.
- CSUN has awarded the third-most bachelor's degrees to Latinx/a/o/Hispanic students in the nation, according to the National Center for Education Statistics.
- A *New York Times* interactive database of college rankings shows CSUN's transformational impact. According to the database, CSUN is #1 out of 293 public colleges nationwide for the economic diversity of its students. Among 883 public and private colleges nationwide, CSUN is #2 for economic diversity, 18th for economic mobility, and 21st for its low net price.
- The National Science Foundation ranked CSUN in the top 15 nationally among similar institutions (Carnegie Master's Colleges and Universities) for graduates who go on to earn research doctorates.
- CSUN is ranked #15 in the nation on Collegenet's 2022 "Social Mobility Index," which measures the success rates of economically disadvantaged students graduating into well-paid jobs.
- CSUN scored 4.5 out of 5 stars on the Campus Pride Index.
- For the third straight year, in 2023 CSUN was designated a Fulbright HSI Leader from the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA) for its noteworthy engagement with the Fulbright Program.
- The Association of College and University Educators (ACUE) honored CSUN as a Movement Maker for demonstrating an enduring commitment to the success of all students. The award was presented to the CSU — highlighting CSUN and Cal State LA — at ACUE's inaugural National Higher Education Conference in June 2023.
- The Arbor Day Foundation recognizes CSUN as an official Tree Campus USA for its commitment to effective urban forest management, a title the university has held for nine years.
- A team of 39 CSUN mechanical engineering students won multiple top-3 awards in a NASA program that asked schools with high populations of traditionally underrepresented students to design technology for a future mission to the moon.
- CSUN alumni have won Grammys, Oscars, Golden Globes and Emmys, and they work at all levels of the music and media industries. Seven CSUN alumni journalists are winners of the Pulitzer Prize, the highest journalism honor in the country.
- The long-running Assistive Technology Conference, sponsored by CSUN's Center on Disabilities, is recognized as the premier event in the field of technology for persons with disabilities.







## CSUN STUDENT DEMOGRAPHICS (FALL 2023)

- **36,848 STUDENTS**
- **STUDENT POPULATION BY ETHNICITY:**
  - 56.3% Latinx/o/a
  - 18.9% White
  - 8.8% Asian American/Pacific Islander
  - 5.3% African American
  - 3.2% Multi-ethnic
  - 0.1% American Indian
- **STUDENT POPULATION BY GENDER:**
  - 162 Nonbinary
  - 19,623 Women
  - 17,063 Men

## ACADEMIC AFFAIRS

CSUN's nine colleges offer 60 baccalaureate degrees, 41 master's degrees, 28 credentials in the field of education, and various opportunities in extended learning and other special programs. For more information about the units in Academic Affairs, click the links below.

- [Mike Curb College of Arts, Media, and Communication](#)
- [David Nazarian College of Business and Economics](#)
- [Michael D. Eisner College of Education](#)
- [College of Engineering & Computer Science](#)
- [College of Health and Human Development](#)
- [College of Science & Mathematics](#)
- [College of Social & Behavioral Sciences](#)
- [Tseng College of Graduate, International, and Midcareer Education](#)
- [University Library](#)



## THE POSITION OF ASSOCIATE VICE PRESIDENT FOR ENROLLMENT SERVICES

The Associate Vice President for Enrollment Services (AVPES) provides strategic thinking and collaborative leadership in the development and implementation of a comprehensive and effective enrollment plan focused on the recruitment, enrollment and retention of a diverse student body. Serves as the chief enrollment officer and uses technology and data-informed insights to achieve sustained, positive results in all aspects of the management of the student lifecycle in alignment with the university's enrollment goals. The AVPES will develop and execute innovative practices that support equitable access and degree attainment in all undergraduate academic programs. Will provide leadership to achieve a goal of equitable access for a diverse student population.

The AVPES reports to the Vice President for Student Affairs, with a dotted line relationship to the University President, and provides leadership in advancing CSUN as an organization in which strategic enrollment management is the guiding concept and process by which the university identifies and reaches its enrollment goals. Through a highly collaborative process, the AVPES provides campus-wide vision and leadership for the development of a comprehensive strategic enrollment plan (SEP) leading to the successful recruitment, enrollment and retention of undergraduate students.

### DUTIES AND RESPONSIBILITIES

- Provides strategic vision and leadership while working collaboratively with colleagues across the university to develop, implement and assess a comprehensive SEP that achieves university enrollment goals; works collaboratively with the Vice President for Student Affairs and the Provost to develop and engage the Enrollment Management Council in recommending and assessing enrollment goals and strategies; engages with academic deans and other university administrators and constituents to develop and execute effective recruitment and enrollment strategies. Chairs the Strategic Admissions Planning Committee and ensures that admission policy and practice align with California State University and campus enrollment policies and goals; consults and provides leadership in support of the recruitment, admission and enrollment of international students; sustains an environment supportive of teaching, research, scholarship, and academic excellence.



## THE POSITION OF ASSOCIATE VICE PRESIDENT FOR ENROLLMENT SERVICES (CONT.)

- Provides direction and oversight for offices and units within Enrollment Services, including Student Outreach and Recruitment, Office of Admissions, Office of the Registrar, Financial Aid and Scholarships, Enrollment Services Technology, Enrollment Services Strategic Communications, and the International and Exchange Student Center. Ensures all operations operate efficiently and are effectively coordinated and aligned to support the student life cycle from recruitment to enrollment, retention and graduation; provides leadership for the development, implementation, and evaluation of enrollment management policies, procedures and practices in all offices; provides effective leadership, development and supervision of staff; provides budget management and administrative oversight, and guides the on-going planning, assessment and evaluation of all reporting units; and ensures that units within Enrollment Services support the needs of special programs and student affinity groups such as the Educational Opportunity Program, athletes, veterans, undocumented students, deaf and hard of hearing, disabled, foster, formerly incarcerated and other pathway programs and initiatives.
- Executes a comprehensive strategy for the recruitment of undergraduate resident and non-resident freshman, transfer and international student applicants, and ensures that recruitment activities are in alignment with the University's SEP. This strategy includes: facilitating and supporting the coordination of recruitment activities with application and admissions processes and providing guidance in the selection and implementation of effective strategies to achieve desired applicant yield; overseeing strategic marketing efforts designed to influence college choice by students and those who influence them including parents, high school and community college counselors, teachers and other community members; guiding lead data gathering activities, integrating what is learned from data analysis into marketing and recruitment strategies; providing direction and guidance to ensure that Enrollment Services Strategic Communications (ESSSC) delivers effective multilevel communications to prospective students, including through the MyCSUN Portal.
- Provides oversight to the Office of Financial Aid and Scholarships and ensures that Title IV, state, and institutional aid are awarded in accordance with federal and state regulations and distributed in a timely manner; supports growth and intentional use of scholarships to advance student success, and provides support for the administration of scholarships on a common university-wide platform; and ensures that administrative systems and procedures effectively align with the processes and needs of campus partners such as the Office of Admissions, Office of the Registrar, Information Technology, Student Financial Services, University Foundation, and the Tseng College; and responds on behalf of the President or Vice President for Student Affairs to student inquiries about financial aid decisions.
- Provides oversight to the Office of Admissions, which is responsible for determining and processing admission decisions for undergraduate, graduate, domestic and international non-resident applicants. Ensures that admission decisions are made and communicated in a timely manner, and undertakes effective strategies to help improve yield; provides guidance and consultation in the development of admission appeals policies.
- Provides oversight to the Office of the Registrar, which provides enrollment support for both regular university and special session courses, transfer credit evaluation, degree planning tools, graduation evaluation, transcript services, awarding of baccalaureate degrees and course articulation services. The AVPES provides oversight leading to the effective implementation of academic policy by the Office of Admissions and the Office of the Registrar and ensures that the departments work collaboratively with other units of Enrollment Services.
- Works closely and collaboratively with the Assistant Vice President for Graduate Studies to ensure appropriate admission and enrollment services for graduate degree programs.
- Provides oversight to the International and Exchange Student Center (IESC), which fosters the educational success of international students by facilitating their engagement with the campus community and ensures their access to key resources, information and the guidance needed to effectively meet the challenges of studying in a foreign country and remaining in approved visa status. The IESC also actively promotes international study and domestic exchange opportunities for all students at CSUN.

# THE POSITION OF ASSOCIATE VICE PRESIDENT FOR ENROLLMENT SERVICES (CONT.)

- Works closely with the Office of Institutional Research and the Office of Budget Planning and Management on enrollment modeling, projections, and data mining; and provides relevant data and engages the President's Cabinet in setting annual resident and non-resident enrollment goals and targets; provides relevant data and analysis to the Provost, academic deans and other academic administrators regarding enrollment trends, course demand, and other indicators needed to support decisions regarding enrollment and course offerings.
- Stays current with trends, innovations, best practices and effectively guides all operations in the direction that best fits the University's goals, vision, and mission; develops a culture of utilizing available and reliable data at predictable intervals, constructing key performance indicators and using metrics and analysis for planning and decision-making; serves as the University's primary liaison for all CSU and enrollment management functions and initiatives; contributes to the overall success of the Division of Student Affairs by insuring that the goals and plans of all units align with and support the strategic directions of the division as well as the university; and performs other duties and spearheads projects as assigned by the Vice President for Student Affairs.
- As a leader, demonstrates a commitment to student success that is mission aligned with the university's vision, values and priorities and demonstrates a commitment to and ability to implement CSUN's Leadership Principles: [https://www.csun.edu/sites/default/files/CSUN\\_Leadership\\_Principles.pdf](https://www.csun.edu/sites/default/files/CSUN_Leadership_Principles.pdf)

## QUALIFICATIONS

### Required Qualifications

- Master's degree from an accredited institution.
- Minimum of five (5) years of related higher education administrative and managerial experience including oversight of one or more of the functions supervised by this position.
- Demonstrated successful experience within a university with a diverse student population.
- Demonstrated commitment to diversity, equity and inclusion.
- Demonstrated ability to shape strategic vision and planning processes; undertake and lead others in long-range enrollment management planning,

including predictive modeling and enrollment forecasting; and facilitate change.

- Experience allocating and managing resources, and supervising staff.

### Preferred Qualifications

- Experience leading individuals and teams to innovate and continuously improve strategic enrollment management functions and services.
- Experience in the use of customer relationship management systems and other technology in support of recruitment, admissions, enrollment and financial aid.
- Thorough knowledge of priorities, administrative practices and national trends relevant to the functions of this position.
- General knowledge of the principles and practices of administration including fiscal, personnel management in a unionized environment, and policy development.
- Ability to cultivate and maintain effective collaborative working relationships with others, including academic administrators.
- Ability to communicate clearly and persuasively, both orally and in writing.
- Ability to think clearly, strategically and futuristically; reason logically; and carry out functions without close oversight.
- Ability to define procedural problems; and plan, coordinate, and initiate actions necessary to implement administrative or group decisions and recommendations.
- Strong interpersonal skills; ability to establish and maintain effective working relationships with others, and a strong team orientation.







## GENERAL INFORMATION

**Salary/Benefits:** Salary is commensurate with knowledge, skills, and experience. The University offers excellent fringe benefits. The anticipated hiring salary range is \$195,000 to \$220,000 per year, dependent upon qualifications and experience.

**Background check:** This position is a sensitive position as designated by the CSU. A background check (including a criminal records check) must be completed satisfactorily. Failure to satisfactorily complete the background check may affect the status of candidates who apply for the position.

**CANRA:** The person holding this position will be considered a 'limited reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

**Conflict of Interest:** This position is a "designated position" in the California State University's Conflict of Interest Code. The successful candidate accepting this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.

## APPLICATION PROCESS

### **EFFECTIVE DATE OF APPOINTMENT:**

As soon as possible.

### **HOW TO APPLY:**

The university is being assisted by Academic Search. Applications should consist of a substantive cover letter, a resume, and a list of five professional references with full contact information. No references will be contacted without the explicit permission of the candidate. Applications, nominations, and expressions of interest can be submitted electronically, and in confidence, to: [CSUNAVPES@academicsearch.org](mailto:CSUNAVPES@academicsearch.org)

The position is open until filled but only applications received by **Friday, March 21, 2025**, can be assured full consideration. Confidential discussions about this

opportunity may be arranged by contacting consultants Ann Hasselmo at [Ann.Hasselmo@academicsearch.org](mailto:Ann.Hasselmo@academicsearch.org) and Chris Butler at [Chris.Butler@academicsearch.org](mailto:Chris.Butler@academicsearch.org). Further information about California State University, Northridge is available at <http://csun.edu/>.

*CSUN is an Equal Opportunity Employer and prohibits discrimination based on race or ethnicity, religion or religious creed, nationality, age, gender, gender identity, gender expression, sexual orientation, genetic information, medical condition, marital status, veteran or military status, and disability. Our nondiscrimination policy is set forth in the Interim CSU Nondiscrimination Policy (2024). Reasonable accommodations will be provided for applicants with disabilities who self-disclose by contacting Recruitment Services at 818-677-2101.*

# ABOUT ACADEMIC SEARCH

Academic Search is assisting California State University, Northridge in this work. For more than four decades, Academic Search has offered executive search services to higher education institutions, associations, and related organizations. Academic Search was founded by higher education leaders on the principle that we provide the most value to partner institutions by combining best practices with our deep knowledge and experience. Our mission today is to enhance institutional capacity by providing outstanding executive recruitment services, executive coaching, and transition support, in partnership with our parent organization, the American Academic Leadership Institute.

