

# SEARCH PROFILE:

Vice President, Enrollment and Marketing



**CAPITOL**  
Technology University

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## ABOUT CAPITOL TECHNOLOGY UNIVERSITY

Capitol Technology University is the only independent university in Maryland dedicated to engineering, computer science, information technology and management of technology. Founded in 1927, Capitol Technology University is a regionally accredited institution offering associate, bachelor's, master's and doctorate degrees, as well as professional development training and certificates. The university's 52-acre campus is located in Laurel, Maryland, a suburban setting midway between Washington, DC and Baltimore. The campus is close to the NASA Goddard Space Flight Center and less than a half-hour drive to Fort Meade, home of the United States National Security Agency, United States Cyber Command, The National Security Agency, and other essential agencies.

Capitol Technology University blends academic excellence with practical learning experiences that prepare students for a range of challenging and competitive careers. Capitol Technology University remains committed to its mission through collaborations with business and government agencies, such as the Hammers Corporation Space Flight Operations and Training Center and the National Security Agency and Department of Homeland Security, which designated Capitol Technology University a National Center of Academic Excellence in Information Assurance Education.

### ACADEMIC PROGRAMS

Capitol Technology University is the only independent university in Maryland that specializes in providing a relevant education in engineering, cybersecurity, computer science, business, and related fields. The institution takes pride in its proven record of placing graduates in competitive careers with salaries that are higher than the industry average. Capitol Technology University currently offers 3 associate's degrees, 25 bachelor's degrees, 19 master's degrees, and 29 doctorates.

While innovations spur new developments and industries, the foundations taught at Capitol Technology University – thinking critically, actively and creatively – remain. Capitol Technology University is committed to providing students with a quality education and the relevant experience to excel in a rapidly changing world filled new technology and global commerce both now and in the future.

# ABOUT CAPITOL TECHNOLOGY UNIVERSITY (CONT.)

## AT A GLANCE

**12:1**

student-to-faculty ratio

**60%**

of Capitol undergraduates represent traditionally underserved populations

**80%**

of the full-time students receive some form of financial aid

**16 to 61**

age range of our undergraduate students

**82%**

of our students had a job offer (or chose to go to graduate school) within 90 days of commencement.

**\$63,363**

Entry-Level Cyber Security Analyst // Average Starting Annual Salary (Indeed)

**\$63,474**

Entry-Level UAV Pilot // Average Starting Annual Salary (Salary.com)

**\$71,000**

Entry-Level Network Engineer // Average Starting Annual Salary (Glassdoor)

**\$74,532**

Entry-Level Software Engineer // Average Starting Annual Salary (Glassdoor)

**\$87,945**

Entry-Level Electrical Engineer // Average Starting Annual Salary (Glassdoor)

## STUDENTS AND CAMPUS LIFE

At Capitol Technology University, we believe in equity of education for all students and that every student has the right to a quality education, to feel supported, accepted, and free to learn without limitations or biases. Capitol Tech students and staff represent a diverse community of learners, scholars and innovators. Our faculty are industry experts who foster global perspective in their programs.

Capitol Tech recognizes the diverse needs of its student body and has the resources needed to ensure students have access to a quality education in line with the principles of diversity, equity and inclusion.

Students are provided housing in furnished on campus apartments and can take part in activities in the campus Student Center and various student clubs, associations, and centers of excellence and labs which are supported by industry and embraced by those who are passionate about staying current in these ever-changing fields.



## ACCREDITATION

Capitol Technology University is accredited by the Middle States Commission on Higher Education. The Middle States Commission on Higher Education is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation.

## MISSION, VALUES, AND VISION

### MISSION

The mission of Capitol Technology University is to educate individuals for professional opportunities in engineering, computer and information sciences, and business. We provide relevant learning experiences that lead to success in the evolving global community.

### VISION

In 2025, in accordance with the Mission Statement, Capitol Technology University will be seen by its constituents and by the public as:

A STEM focused institution of higher education, providing undergraduate and graduate degrees in engineering, information sciences, and technology leadership, that has flexibility and opportunities to grow, and that adapts offerings to emerging workforce needs.

A provider of hands-on, career-relevant learning that is conducted in an interdisciplinary and interactive environment, where faculty and staff support student achievement and success.

A university that delivers programs of similarly outstanding quality through face-to-face and virtual classrooms, and other forms and mixtures of teaching methods that align with the learning needs of our students.

An organization with faculty and leadership who stimulate and implement new curricula, research and entrepreneurial activities for the professions we serve, and that benefit a diverse community of learners.

An organization that is closely linked to its constituency of local, regional and national partners in business, government, non-profits, and professions that provide influence for future technology development and policies.

An organization that engages the global community, through educating international students, coordinating with educators, and supporting multinational professional associations.

A university that develops graduates with communications, analysis and critical thinking skills that allow them to be successful in a global environment and pursue lifelong learning as technical professionals, leaders and innovators.

A university that prepares graduates for jobs and careers, and that serves the broader purpose of education to address national needs-based policies through scientific consideration.

An organization appropriately sized for quality education and financial viability, with sustainable assets for faculty and staff to provide a best-value STEM education.

### VALUES

The core values are the characteristics we embrace in working together to fulfill the mission and achieve the vision of the institution.

- Quality - always striving for continuous improvement
- Growth - expanding and changing to meet new needs of society
- Leadership - offering creative, supportive and shared leadership
- Balance - maintaining a balance between competing needs
- Integrity - being honest, ethical and open
- Teamwork - exercising collective effort to support students and staff
- Communications - providing timely and useful information
- Flexibility - discovering and seizing opportunities
- Safety - maintaining awareness and prevention of accidents and threats



## LEARNING GOALS

Capitol Technology University seeks to prepare graduates who demonstrate four characteristics:

Employability

- Communications
- Preparation of the Mind
- Professionalism

## STRATEGIC GOALS

Capitol Technology University has identified four strategic goals that will move us to the next level of excellence and support the vision.

**Goal 1:** Expand Educational Offerings, Increase Program Completion

**Goal 2:** Increase Enrollment and Institutional Awareness

**Goal 3:** Improve the Utilization of Institutional Resources and Institutional Effectiveness while Expanding Revenue

**Goal 4:** Increase the Number and Scope of Partnerships

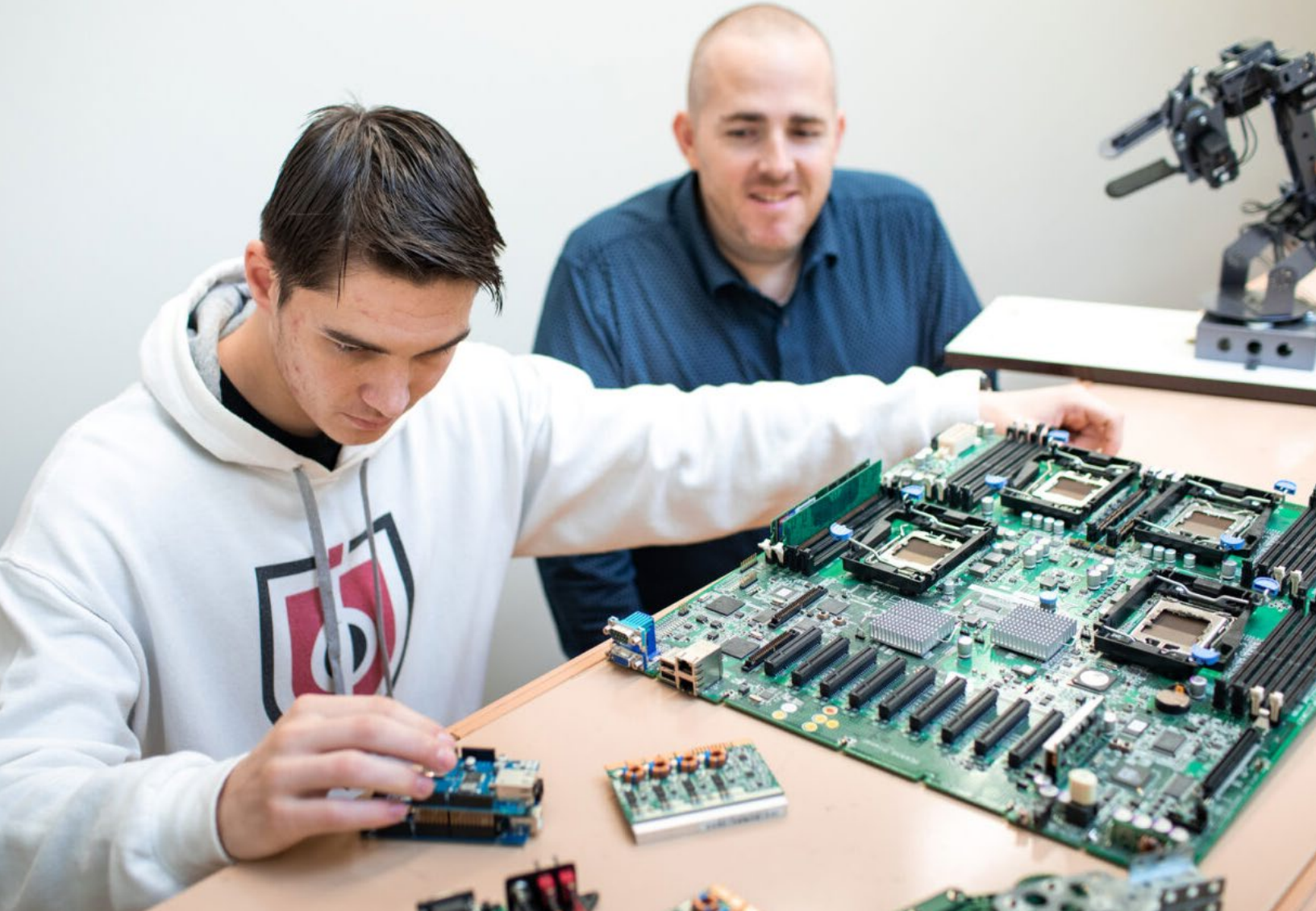
## PARTNERSHIPS

As a respected regional leader, Capitol Technology University continues to attract the attention of government agencies and corporate partners and is proud to partner with a wide variety of groups, industries, and organizations to make STEM education more accessible for all. Our partners have opportunities to meet our students, faculty, and staff, to use our facilities for events, and to team up to stack our resources. Capitol Technology University is dedicated to building students up from the moment they arrive on campus and makes a commitment to students that includes a competitive job offer within 90 days of graduation in addition to a high-quality education focused on practical application. Institutional partnerships are key in supporting this commitment and include:

- Tech Industry and University Partnerships
- Community College and University Partnerships
- Government and Military Affiliates
- Air University - Associate to Baccalaureate Cooperative
- The Construction and Facilities Alliance



Additionally, through a partnership with NASA, Capitol offers academic programs in astronautical engineering and practical training at its Space Operations Institute. The National Security Agency and Department of Homeland Security have also designated the University a National Center of Academic Excellence in Information Assurance Education, and the Institute of Electrical and Electronics Engineers has named the University one of its 12 educational partners.



## THE OPPORTUNITY – VICE PRESIDENT, ENROLLMENT AND MARKETING

Reporting directly to the President and serving on the President's Executive Council, the Vice President, Enrollment and Marketing (VPEM) plays a significant role in strategic enrollment planning and is responsible for meeting enrollment targets within approved operating budgets. The role involves advising the President and Executive Council on strategic enrollment goals, establishing, and executing a plan for the Enrollment and Marketing division, supervising the head of undergraduate admissions, graduate education recruitment, financial aid, marketing, and enrollment systems, setting departmental goals, and assisting in personnel and program management. The role also involves preparing and managing annual budgets for admissions, financial aid, the marketing and communication department, enrollment marketing, and planning and engaging all faculty on recruitment as it is part of their contracts. The individual stays informed about best practices in enrollment management among similar institutions and advises Senior Administrators and the Board of Trustees on enrollment-related issues. This position is on campus in Laurel, MD.

### **LEADERSHIP AGENDA, POSITION DUTIES AND RESPONSIBILITIES**

The VPEM shall advise the President and the Executive Council on strategic enrollment goals, establish and execute a strategic plan for the Enrollment and Marketing division that reflects the university's overall strategic objectives that aligns with the financial plan of the university.

- Directly supervises the head of undergraduate admissions, graduate recruitment, financial aid, marketing, and enrollment systems; set directions, departmental goals, and assist and advise in matters related to personnel and program management in their respective departments.
- Prepare and manage annual budgets to support admissions, financial aid, the marketing and communication department, and enrollment marketing.
- Stay informed of best practices in enrollment management nationally among institutions of comparable size and nature, including traditional first year and transfers, adult learning styles and preferences, and graduate/continuing professional education.

## THE OPPORTUNITY – VICE PRESIDENT, ENROLLMENT AND MARKETING (CONT.)

- Advise Senior Administrators and Board of Trustees regarding enrollment and marketing related issues.
- Along with the Vice Presidents of Academic Affairs and the Vice President of University Development and Student Services, participates in the development and implementation of the University's retention strategies and programs.
- Engage faculty, staff, senior leadership, alumni, and current students at a high level in the recruitment process.
- Manage the relationship with all campus vendors and partners involved with the University's marketing, enrollment and recruitment efforts, admissions, Financial Aid, and Enrollment Management
- Working in close collaboration with the Vice President for Finance and Administration, lead the process of developing annual enrollment goals and an annual action plan to reach those goals.
- Analyze data on which all goals, strategies, and tactics in the enrollment action plan are based.
- Effectively implement the annual action plan and oversee the planning and management of all admissions and recruitment efforts including campus visits, communications plans, publications and web presence, recruitment travel, prospect communications and follow-up, data systems management.
- Provide regular updates regarding the status of operations in all areas of enrollment, including progress toward enrollment and discounting (net revenue) goals.
- Along with the President and other executives, develop and cultivate strategic partnerships to enhance enrollment.
- Develop the University's short-term and long-term marketing strategy to compel a broader interest in Capitol Tech from existing and potential prospective student target markets for all modalities and lead the University's marketing team in executing this strategy utilizing all marketing channels (print, electronic, broadcast, social media).
- Assess and oversee website updates as needed with relevant, factual data supported by photography and video for recruiting a diverse population of students.
- Supervise the Office of Marketing and Communications which is charged with coordinating the University's outreach to traditional and social media; publishing Capitol Chronicle, the university publication geared to all university constituents; monitoring and maintaining the University's reputation; drafting internal communication and speeches for the Office of the President.
- Represent the University publicly, as needed, to aid in the shaping of the image awareness of Capitol Tech.
- Provide senior level oversight to ensure that the Office of Marketing and Communications provides support and guidance to Office of Development and Alumni Affairs
- Supervisory responsibilities for the Division of Enrollment and Marketing with a staff of over twenty employees.





## POSITION VALUES AND QUALIFICATIONS

The University is seeking an individual with the following values and qualifications:

### VALUES:

- **Depth-** An innovative, collaborative leader with demonstrated skills consistent with the management of a complex higher education organization.
- **Vision-** Demonstrable experience in fostering a shared vision amongst a wide diversity of stakeholders. A record of seeing through the achievement of an institutional vision by aligning a strategic plan tied to resource allocation. A clear commitment to innovation, academic and service excellence, and equity.
- **Consultative and Collaborative Decision Making-** A commitment to collaborative decision-making including evidence of inviting others to share in the decision-making process at all levels.
- **Inclusivity-** A commitment to fostering diversity throughout the University, including recognition of the changing demographics of students and faculty.
- **Planning and Budgeting-** Successful supervision of management staff. Experience with higher education budget models, especially those including accountability and transparency and those that reward productivity, effectiveness, and creativity. Demonstrated ability to manage financial resources, complex budgets, and personnel. A commitment to efforts that increase the diversity of revenue streams and delegate responsibility for diverse tasks in a transparent fashion.
- **Advocacy and Style-** Ability to lead by example, advocate strongly, and be an effective spokesperson for the University with passion and a sense of humor. This includes having demonstrated effective interpersonal skills and the ability to communicate effectively with people at all levels.
- **Student Focused-** A commitment to students and student learning as a basis for decision making in academic programming and a history of building quality programs to evaluate courses and faculty to ensure a high level of quality.
- **Undergraduate and Graduate Education-** A clear comprehension of and commitment to Capitol Tech's instructional mission of STEM and Management of STEM degrees.

### REQUIRED QUALIFICATIONS:

- Master's degree required.
- Ten (10) or more years of progressively responsible experience in higher education enrollment management, with a record of increasing enrollment. A combination of years in higher education enrollment, marketing, or another comparable field.
- Demonstrated success in working with faculty, student life professionals, high school and transfer counselors, and alumni as key influencers of new student enrollment and retention.
- Must have demonstrated success in collaborating with members of the extended campus community.
- An appreciation and understanding of the value of STEM degree and its integration with professional education in recruitment and marketing efforts.
- An understanding of the on-line environment in higher education and the expectations of students for diverse learning modalities.
- Experience in gathering and analyzing data effectively in decision-making, including predictive modeling and strategic planning related to Enrollment and Marketing.

### PREFERRED QUALIFICATIONS:

- An understanding of the complexity of recruiting and marketing to the various types of students that comprise the academic programs of the Capitol Tech. Additionally, demonstrates an awareness of the general enrollment challenges facing higher education, especially for small, tuition-driven institutions.
- Experience with contemporary financial aid leveraging strategies and tools.
- Experience with marketing, communications, and public relations functions particularly as it relates to new student enrollment. This includes experience with CRM, social media, print and electronic communication and website development.
- Experience or familiarity with international student recruitment, enrollment, and retention.
- Experience with developing and implementing institutional branding and messaging and an appreciation for working with students and families from diverse backgrounds.
- Creativity of thought and action and ability to provide fresh thinking to a variety of enrollment related issues.
- Intellectual agility and confidence in current abilities while at the same time demonstrating capacity to learn and accept new ideas.
- An exceptional command of the written and spoken word, and comfort using a wide variety of communication platforms.
- A strategic mindset and a willingness to take calculated risks.
- A contemporary technical skill set including the ability to mine and use data to make informed decisions.
- The ability to integrate admissions and marketing operations successfully and effectively into a mission-focused culture that prides itself on timely and relevant communications, hospitality, and service.
- A strong business acumen.
- A keen awareness of the students to serve and the passion to deliver on Capitol Tech' promise.
- Exceptional organizational skills and proven successful management experience.
- A collegial management style and ability to hire, train, inspire and evaluate staff.
- A vision for long term, sustainable success.
- Excellent interpersonal skills that allow the Vice President to collaborate with multiple stakeholders.
- Demonstrated professional and personal integrity.



## APPLICATION AND NOMINATION PROCESS

Academic Search is assisting Capitol Technology University in this national search. Applications, nominations, and expressions of interest can be submitted electronically, and in confidence, to: [CapTechVPPEM@academicsearch.org](mailto:CapTechVPPEM@academicsearch.org).

### APPLICATIONS SHOULD CONSIST OF:

- a detailed letter of interest;
- a complete curriculum vitae (CV);

- the names and contact information (phone and email) of five professional references, none of whom will be contacted without prior notification to the candidate.

The position is open until filled, but only applications received by **April 4, 2025** can be assured full consideration.

Confidential discussions about this opportunity may be arranged by contacting senior consultant Jerry Israel ([jerry.israel@academicsearch.org](mailto:jerry.israel@academicsearch.org)).

## BENEFITS OF WORKING AT CAPITOL FOR FULL TIME STAFF AND FACULTY

- Health insurance options via United Healthcare with an employer contribution per pay period.
- Dental insurance options via Principal Insurance.
- Vision insurance options via Principal Insurance.
- A 5% employer contribution to the retirement savings account when employees complete a year of service. The employee may after 30 days start TIAA Supplemental Retirement Annuity.
- Fully paid employer Basic Life and AD&D benefits to all eligible full-time employees (no cost to employees) up to a volume of \$150,000 from Principal Insurance.
- Fully paid Long-Term Disability (no cost to employees) through Principal Insurance.
- Optional employee paid Voluntary Short-Term Disability Insurance.
- Optional employee paid Accident, Hospital Indemnity and/or Critical Illness benefits provided by Principal Insurance.
- Tuition waiver for full-time employees and their qualified dependents at the university and access to Tuition Exchange scholarship opportunities to pursue education at other institutions.
- Executive vacation leave accrued every pay period up to a maximum of 240 hours.
- Two Personal Leave days per year (calendar year to calendar year) after one (1) continuous year of employment.
- 15 Holidays per year.
- Paid on the 7<sup>th</sup> and 22<sup>nd</sup> of every month via direct deposit.
- Salary range: \$125,000 - \$135,000

## PHYSICAL DEMANDS

There are limited physical demands; however, this position requires sitting and occasionally standing for extended periods of time, and repetitive motions for tasks such as operating a computer mouse and keyboard, and hearing

and speaking on the telephone. The candidate must be able to lift, pull, bend, grasp, and occasionally lift up to 20 lbs.

# ABOUT ACADEMIC SEARCH

Academic Search is assisting Capitol Technology University 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.

