

SEARCH PROFILE:

VICE PRESIDENT FOR ENROLLMENT MANAGEMENT



**CHADRON
STATE COLLEGE**

TABLE OF CONTENTS

ABOUT CHADRON STATE COLLEGE	4
CAMPUS	5
ABOUT CHADRON, NEBRASKA	6
ACADEMICS	7
STUDENT ENROLLMENT	8
STUDENT LIFE	8
AFFORDABILITY	9
FINANCES	9
FOUNDATION & ALUMNI SUPPORT	9
LEADERSHIP & GOVERNANCE	10
LEADERSHIP AGENDA	10
DESIRED ATTRIBUTES AND QUALITIES	11
QUALIFICATIONS	11
APPLICATIONS, NOMINATIONS & INQUIRIES	12



Chadron State College located in Chadron, Nebraska, invites inquiries, nominations, and applications for the position of Vice President for Enrollment Management (VPEM). Reporting to President Ron K. Patterson, the VPEM will serve as an integral member of the President's Cabinet. The successful candidate will be a collaborative and forward-thinking leader who will create and guide a strategic enrollment vision for Chadron State College. The new VPEM is expected to begin by June 1, 2025.



ABOUT CHADRON STATE COLLEGE

Founded in 1911, [Chadron State College](#) (CSC) sits nestled against the northern slope of northwest Nebraska's beautiful Pine Ridge. With its roots in teacher education, CSC has evolved into a comprehensive college offering a wide range of undergraduate and graduate programs through on-campus and online courses in a variety of fields of study. CSC takes pride in being financially and academically accessible to a student population of more than 2,200. The College values diversity and inclusion in people and thought.

Chadron State College seeks to harness impactful experiences and outcomes for its students and recognizes that student engagement and learning is a primary component of its mission. While the College serves students from around the globe, CSC retains a special commitment to serve the residents and needs of Nebraska's High Plains region through education, research, and public service programs. CSC has a significant cultural and economic component to its regional role, working creatively to ensure access to quality educational offerings. A strong sense of community, resilience to adversity, and a practical approach have embodied the character of the College and region for more than a century.

Chadron State College is one of three institutions that comprise the [Nebraska State College System \(NSCS\)](#). Combined with Peru State and Wayne State Colleges, the three colleges serve nearly 9,000 students and offer more than 200 degree, certificate, and pre-professional programs. The open-enrollment institutions partner with the rural communities they serve to provide an engaging, personalized, and rewarding college experience for undergraduate and graduate students. The NSCS is committed to providing a high-quality education that is affordable and accessible to all students.

MISSION, VISION & VALUES

MISSION

Chadron State College delivers experiences that foster knowledge and engaged leaders and citizens to enrich the High Plains region and beyond.

VISION STATEMENT

Chadron State College aspires to continue as a learner-centered institution. CSC remains focused on continuous improvement and excellence in teaching, applied scholarship, and service.

VALUES

- Accessible and affordable education
- Collaboration
- Diversity and inclusion in people and thought
- Impactful experiences and outcomes
- Innovation
- Integrity
- Student engagement and learning

The State of Nebraska offers generous support for higher education, ranking ninth in the nation in spending per student, according to [U.S. News & World Report](#), and having increased the amount of money it spends per student by 5.3 percent from 2008 to 2018.

ABOUT CHADRON STATE COLLEGE (CONT.)

ACCREDITATION

CSC is the only four-year, regionally accredited college in the western half of Nebraska. It is accredited through the Higher Learning Commission (HLC) of the North Central Association of Colleges and Schools as well as through many subject-oriented accrediting bodies. CSC first earned accreditation in 1915, and the next comprehensive evaluation is scheduled for 2027. In April 2022, two Chadron State College staff members presented at the annual HLC meeting to review the four-year process leading up to CSC's stellar Assurance Review that had no recommended monitoring.

Chadron State College has programmatic accreditation, including: the Accreditation Council for Business Schools and Programs (ACBSP), the

National Association for the Education of Young Children (NAEYC), the Council for Accreditation of Educator Preparation (CAEP), National Association of Schools of Music (NASM), the Council on Social Work Education (CSWE), the Council on Accreditation of Strength and Conditioning Education (CASCE), and the Council for Accreditation of Counseling and Related Educational Programs (CACREP).

STRATEGIC PLAN

Work is ongoing for Chadron State College's 2025-30 strategic plan. A steering committee, representing all areas of campus along with alumni and community members, is guiding the process. Input will continue to be gathered throughout the spring 2025 semester, with the final plan set to be completed by the start of the fall 2025 semester.

CAMPUS

Chadron State College's 263-acre campus features 31 buildings, five of which are listed in the National Register of Historic Places. Many of the most historical buildings on campus have been upgraded with technology and modern amenities, making CSC a comfortable place to live and study. In the last 15 years, CSC has benefited from more than \$70 million in construction, including the Coffee Agriculture Pavilion, the Rangeland Laboratory and Classrooms, the Chicoine Center, the Armstrong Weight Room, the Eagle Ridge Housing Units, the renovated Elliott Field at Beebe Stadium, and the Outdoor Track and Field Facility.

The recently renovated \$32 million Math Science Center of Innovative Learning (COIL) opened in fall 2022. The Math Science COIL features high-tech classrooms; lab spaces, including a gross anatomy lab; faculty offices; conference rooms; testing rooms; an 80-seat lecture hall; a planetarium and herbarium; and a natural history museum featuring fossils, minerals, and mounted birds and mammals. The building project received \$3.65 million in donations from more than 180 donors and friends of the College and considerable state-approved funding. NSCS Chancellor Paul Turman has described the building, saying, "this new facility is a true work of art and architectural wonder. It is amazing and inspiring to our students, western Nebraska, and this region."





ABOUT CHADRON, NEBRASKA

Located in beautiful northwest Nebraska, Chadron is just south of the Black Hills of South Dakota, borders Nebraska's famed Sandhills on the west, and is right in the middle of the Pine Ridge escarpment. It is an easy 90-minute drive north to the regional airport in Rapid City, South Dakota, and about a five-hour drive south to Denver. Chadron's more than 125 years of Old West history encompasses stories of prairie pioneers and Native Americans, and the region's rich paleontological resources draw visitors and scientists from all over the world.

At an elevation of 3,400 feet, Chadron is surrounded by unbroken grassland, cattle ranches, wheat fields, and the ponderosa pine-forested hills of the Pine Ridge.

Chadron has a charming downtown with shops, restaurants, coffee shops, historical museums, and a movie theater. The town offers the tranquility of small-town life and hometown hospitality complemented by a picturesque landscape. Chadron has been recognized nationally as a premier outdoor sports town with access to some of the best mountain biking in the country. Public lands offer miles of hiking trails within a few minutes' drive from town that can be enjoyed at almost any time of the year, and close by there are two traditional golf courses and a top-flight 18-hole disc golf course. The region is also known for having some of the best hunting areas around, with proximity to big game habitats in the northern part of the Nebraska panhandle and waterfowl hunting in the south. Chadron was also recently named a Creative Arts District. The district begins downtown and extends more than 10 blocks to the college.

WHAT MAKES CHADRON UNIQUE

- Exploration of the High Plains region's unique landscapes, history, and culture.
- The Pine Ridge National Forest and Chadron State Park are just minutes from town.
- A half-hour away is Fort Robinson State Park, an important historical landmark and premier recreational site with opportunities for fishing, camping, biking, horseback riding, and kayaking. The historic Post Playhouse, a seasonal musical repertory theatre, also calls Fort Robinson home.
- The Museum of the Fur Trade, four miles east of Chadron, houses the world's most complete collection of materials from the trade that first opened North America to European exploration.
- Visitors to the area and scientific researchers can explore early Native American culture at the Hudson Meng Bison Bone Bed, and the nearby Toadstool Geologic Park features a mesmerizing Badlands landscape rich with fossil remains.
- Chadron is approximately 30 miles from the Pine Ridge Indian Reservation, home to the Lakota Sioux people whose leaders, Red Cloud and Crazy Horse, made lasting marks on American history.
- The town is also home to the headquarters of the United States Forest Service management operations of two National Forests and three National Grasslands.
- Just under two hours' drive from Chadron, you can visit the awe-inspiring Mount Rushmore National Memorial, an iconic American experience.

FOR MORE INFORMATION:

City of Chadron: <http://chadron-nebraska.com>

Chadron Chamber of Commerce:
<http://www.chadron.com>

Discover Northwest Nebraska:
<https://discovernwnebraska.com>

ACADEMICS

One of the key features of Chadron State College is its small class sizes that allow for high-impact learning and mentoring. The 15:1 student-faculty ratio and average class size of 14 enables students to build close relationships with faculty and gain hands-on experiences through research and experiential learning. CSC is an open-enrollment institution with faculty who are committed to helping students explore their passions and develop practical skills they need for future success. There are 89 full-time faculty, who are joined by an equally dedicated staff of 190 full-time employees who are devoted to serving the needs of CSC's students.

Chadron State College offers 51 undergraduate programs, pre-professional programs, and teacher certification endorsements. Undergraduate majors include a variety of options in Art; Biology; Business Administration; Communication Arts; Education; English Studies; Family and Consumer Sciences; Health Sciences; History; Interdisciplinary Studies; Justice Studies; Mathematics; Music; Nutrition & Dietetics; Physical Sciences; Psychological Sciences; Rangeland Management; Social Work; Sport, Fitness & Recreation Management; and Theatre. All undergraduate students, regardless of their major, must complete the Essential Studies Program (ESP), which is built on student learning outcomes that provide an integrated, coherent learning experience to prepare students for a life of responsible inquiry.

To meet the changing needs of students, CSC offers a variety of online undergraduate programs and courses through [Chadron State College Online](#). Courses are offered in convenient eight-week sessions. Bachelor's degree programs are offered in Applied Sciences, Business, Education, Family and Consumer Sciences, Geoscience, Interdisciplinary Studies, Mathematics, and Psychological Sciences.

In addition to its undergraduate offerings, CSC offers [graduate degrees](#) and a non-degree program for students interested in professional development in online and face-to-face modalities. The five graduate programs, which offer 24 pathways to a degree, include Master of Arts in Education, Master of Business Administration, Master of Education, Master of Science in Organizational Management, and Master of Science in Athletic Training.

The [Office of Academic Success](#) provides academic assistance that empowers students to reach their educational goals. Offering a range of services that



HIGHLIGHTS

CSC and regional schools continue to work together on the Expanded Teacher Apprenticeship Program aimed at addressing the teacher shortage crisis in the state.

CSC and Western Nebraska Community College (WNCC) collaborate extensively, highlighted by the Panhandle Advantage. Students take their first two years of study at WNCC and then seamlessly transfer to CSC to complete a bachelor's degree in as little as two years.

CSC enjoys its partnerships with regional community colleges, including Casper College, Central Wyoming College, Eastern Wyoming College, Laramie County Community College, Mid-Plains Community College, Miles Community College, and Sheridan College. Additionally, CSC has agreements for students seeking careers in health with Idaho College of Osteopathic Medicine, Rocky Vista University, Nebraska Methodist College, and the University of Nebraska – Medical Center.

The Rural Business Leadership Initiative (RBLI), housed in the ACBSP-accredited Business Academy, recently received a four-year \$100,000 grant to expand the scope of its leadership training to fund an annual civic engagement pitch competition, business tours, workshops, and more.

Thirty percent of the faculty have taught at Chadron State College for at least 10 years. Eighty-four percent of faculty have earned the highest degree in their fields of study.

Seven-hundred and twenty-one students were on the Dean's and President's lists in 2023, and 62 student-athletes were named scholar athletes.

include academic and career advising, counseling resources, disability support, tutoring, and more, the Office of Academic Success is committed to helping students succeed. The College also offers Project Strive, a federally funded TRIO-Student Support Services program.

STUDENT ENROLLMENT

Chadron State College's 2,205 students (fall 2023) are comprised of 1,785 undergraduates and 420 graduates. Across the undergraduate student population, 82 percent were full-time students, 65 percent identified as women, 56 percent were from Nebraska, 44 percent were first-generation college

students, 46 percent were Pell-eligible, and nearly 23 percent of those reporting came from ethnic/racial minorities. In the graduate student population, 31 percent were full-time students, 69 percent identified as women, and 52 percent were from Nebraska.

STUDENT LIFE

Chadron State College provides a warm and welcoming environment for students, supporting their transition to college life. To help ease this adjustment, first- and second-year students are required to live on campus and are paired with a mentor. CSC boasts an active Residence Life Association that organizes approximately 200 events annually across its six residence halls. With more than 40 [Recognized Student Organizations \(clubs\)](#) available and a variety of intramural sports opportunities, students have numerous ways to get involved outside the classroom. Students are encouraged to get involved in other ways, including music, student government, internships, campus jobs, and more. Students can also enjoy various recreational and study spaces, including the Nelson Physical Activity Center, the Student Center, and the King Library. The Nebraska State College System partners with [Fresh Ideas](#) for food service, ensuring quality dining options on campus.

One of the most popular campus-wide activities at CSC is [The Big Event](#), a student-led, community service day designed to say thank you to the

community of Chadron. Chadron State College is one of more than 125 campuses across the nation that participate in The Big Event. Starting at CSC in 2013, this annual tradition teams up more than 400 CSC students, faculty, and staff volunteers at an average of 50 jobsites each year. Volunteers have beautified city parks, painted buildings, visited local retirement homes, and much more.

The [Chadron State Eagles](#) compete in NCAA Division II and are members of the Rocky Mountain Athletic Conference, which includes 15 institutions from South Dakota, Colorado, New Mexico, and Utah. Approximately 450 student-athletes take part in at least one sport. CSC's athletic portfolio includes men's and women's basketball, men's and women's cross country, football, men's and women's indoor and outdoor track and field, men's and women's rodeo, men's and women's wrestling, and women's golf, softball, and volleyball. CSC also offers competitive teams for Cheer, Dance, and Esports, and a variety of intramural sports, such as flag football, volleyball, and more.



AFFORDABILITY

In keeping with its core values, CSC is committed to offering an accessible and affordable education, and the College is proud to offer the most affordable tuition in the region. CSC offers generous financial aid packages, and numerous full- and partial-tuition scholarship opportunities are available. Approximately 95 percent of entering freshmen received some type of financial support in fall 2022. The Nebraska State Colleges Tuition Guarantee ensures that Pell-eligible Nebraska students can attend Chadron State College tuition-free. And at CSC, all students pay the same low in-state tuition rate, regardless of residency.

Support for western Nebraska and its rural region is embedded in CSC's history and mission and the College has several programs that offer dedicated pathways leading to jobs in rural Nebraska and beyond:

- The [Rural Health Opportunities Program \(RHOP\)](#) is a cooperative program between Chadron State College and University of Nebraska Medical Center (UNMC) in which students from rural areas who intend to practice in rural areas receive full-tuition waivers while enrolled at CSC and pre-admittance into their specific program (i.e., pharmacy, physical therapy, nursing, etc.) at UNMC. The [Rural Law Opportunities Program \(RLOP\)](#) is a similar cooperative program between CSC and the University of Nebraska College of Law.



- The [Rural Business Leadership Initiative \(RBLI\)](#), started in 2019, aims to develop qualified financial professionals for work in rural Nebraska. It offers four-year tuition scholarships to students who are interested in working in banking, agribusiness, or accounting in rural Nebraska.

FINANCES

For the fiscal year ending June 30, 2024, Chadron State College had revenues of \$45.8 million. It receives its funding from various sources, including 50.2 percent from state appropriations, 20.6 percent

in tuition and fees, and 14.8 percent from state and federal grants. The auxiliary enterprise accounted for 10.4 percent, and the remaining 4 percent came from other revenue sources.

FOUNDATION & ALUMNI SUPPORT

The Chadron State Foundation partners with CSC to provide scholarship and program support. It also provides vital capital funding in support of campus building and renovation projects. The Foundation is a nonprofit organization that draws on the support of more than 19,000 alumni and friends. The Foundation has approximately \$28 million in its endowment (as of June 30, 2024) and receives in excess of 1 million

in donor contributions annually. The Foundation manages more than 400 scholarship and endowment accounts and awards approximately \$800,000 annually in scholarships and program support. The Chadron State Foundation is governed by an all-volunteer Board of Directors and is currently searching for its next CEO.



LEADERSHIP & GOVERNANCE

Chadron State College is a member of the [Nebraska State College System](#). The System is governed by a seven-member Board of Trustees, six of whom are appointed by the Governor. The Commissioner of Education serves as an ex-officio member, and the Governor also appoints a non-voting student board member annually from each of the three colleges. A board-appointed Chancellor leads the System, and the President of Chadron State College reports directly to the Chancellor.

Faculty and staff from all three Nebraska State Colleges, including CSC, are represented by three collective bargaining associations for faculty,

professional staff, and support staff, and the employment agreements are negotiated at the system level.

The President's Cabinet includes the Vice President for Academic Affairs; Vice President for Administration and Finance; Vice President of Enrollment Management; Chief Executive Officer of the Chadron State Foundation; Chief Information Officer; Dean of Student Affairs, Athletic Director; and Director of College Relations. Other leadership bodies include the Faculty Senate.

LEADERSHIP AGENDA

The Vice President for Enrollment Management provides overall leadership and strategic direction to Admissions, Financial Aid, and Student Transition and Registration Team (START). Reporting to the President, the Vice President for Enrollment Management will serve as the College's strategic and policy leader on matters related to student recruitment, admissions, retention, and enrollment. The VPEM serves on the President's Cabinet, particularly representing the needs required to sustain or grow enrollment. The Vice President will lead transparently and collaborate with areas such as Academic Affairs, Administration and Finance, Athletics, College Relations, Information Technology, Student Affairs, and the Chadron State Foundation.

The VPEM will take a systematic and data-driven approach to anticipating the changing higher education landscape, demographic shifts, and student needs.

- Create and sustain a vision and strategic plan for enrollment management that is appropriate to Chadron State College and aligned with its overarching strategic plan and priorities.
- Provide stability, cohesion and leadership to ensure efficient operations of the Office of Admissions, Financial Aid, and the Student Transition and Registration Team.
- Develop and execute a strategic enrollment plan that creates a cohesive process from prospect to graduation for the institution.

LEADERSHIP AGENDA (CONT.)

- Cultivate strong collaborative relationships across the institution to ensure that admission, enrollment, and student services are well integrated with the work of academic departments and other key institutional partners, including College Relations, Student Affairs, Information Technology Services, and academic support units reporting to the Vice President for Academic Affairs.
- Integrate a deep commitment to inclusive excellence into every aspect of the unit's work.
- Oversee scholarship awarding process, drive strategy, and provide guidance for evaluation, analysis, and yield; working in collaboration with financial aid, athletics, and academic affairs to meet recruitment goals.
- Build enrollment and financial aid strategies that consider access, affordability, debt, and support current and prospective students.



- Demonstrate ability to build teams, work collaboratively with a variety of internal and external partners and constituents and lead implementation of key initiatives.
- Provide vision, leadership, and responsibility to meet and/or exceed their enrollment goals.
- Lead and supervise with an emphasis on team building and goal planning.

DESIRED ATTRIBUTES AND QUALITIES

The following set of attributes, values, and personal qualities are critically important for the success of the next Chadron State College Vice President for Enrollment Management:

- Demonstrate the qualities necessary to be a people person. The VPEM must be enthusiastic, passionate, and practice exceptional communication skills to engage with multiple audiences on and off campus. It is expected that the VPEM will serve as a respected and motivational leader.
- Practice ongoing qualities of a strong collaborator who works across all units as a listener, communicator, and action-oriented leader. The VPEM must have the ability to work collaboratively with the President, the Vice President, administrators, student life staff, athletic leaders and coaches, students, and parents. It will be

important to leverage collaborative partnerships to activate strong recruitment and retention goals for undergraduate and graduate programs.

- Possess the skills and actions of a strategic visionary thinker. Understand the rapid changes and challenges in higher education and address measures to set CSC ahead of the curve.
- Utilize data informed knowledge and metrics in decision making and in evaluating the Return on Investment (ROI). The VPEM will have a deep understanding of market trends and data-driven approaches to increase enrollment and positive exposure for Chadron. The appointee will be comfortable with Strategic Enrollment Management Planning (SEMP) with an ability to understand target audiences and utilize benchmarking as appropriate.

QUALIFICATIONS

REQUIRED QUALIFICATIONS

Master's degree and multiple years of increasing responsibility within admissions and enrollment management areas, with demonstrated ability to manage complex budgets.

PREFERRED QUALIFICATIONS

Doctoral degree, with experience in evaluating and improving the practices of the student recruitment to graduation processes. Familiarity with federal, state, NCAA, and other professional organizational compliance.



APPLICATIONS, NOMINATIONS & INQUIRIES

Academic Search is assisting the Nebraska State College System and Chadron State College in this search. Confidential discussions may be arranged by contacting senior consultant, Dr. Pam Balch at pam.balch@academicsearch.org.

Applications, nominations, and inquiries may be sent to: ChadronStateVPEM@academicsearch.org.

Applications should consist of a detailed letter of interest and a current curriculum vitae, in PDF format. References will be collected later in the search process. The position is open until filled, but full consideration can only be guaranteed to those applications received by **January 31, 2025**.

EEO Statement: The Nebraska State Colleges are equal opportunity institutions and do not discriminate against any student, employee, or applicant on the basis of race, color, national origin, sex, sexual orientation, gender identity, disability, religion, or age in employment and education opportunities.

This position is subject to Veterans Preference.

ABOUT ACADEMIC SEARCH

Academic Search is assisting Chadron State College 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.

