SEARCH PROFILE:
VICE PRESIDENT FOR ENROLLMENT
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>President's Welcome</td>
<td>3</td>
</tr>
<tr>
<td>About Nyack College</td>
<td>4</td>
</tr>
<tr>
<td>Nyack College Mission and Core Values</td>
<td>4</td>
</tr>
<tr>
<td>Statement of Faith</td>
<td>6</td>
</tr>
<tr>
<td>Nyack At-a-Glance</td>
<td>7</td>
</tr>
<tr>
<td>Intentionally Diverse</td>
<td>7</td>
</tr>
<tr>
<td>History of Nyack</td>
<td>8</td>
</tr>
<tr>
<td>Vice President for Enrollment</td>
<td>10</td>
</tr>
<tr>
<td>Procedure for Nominations and Applications</td>
<td>12</td>
</tr>
</tbody>
</table>

Front cover: Left prominent windowed building is the campus of Nyack College/Alliance Theological Seminary located at 2 Washington Street in Lower Manhattan, surrounded by other corporate buildings and the soaring Freedom Tower.
Dear Prospective Candidate,

Thank you for expressing your interest in being considered for the role of Vice President for Enrollment at Nyack College and Alliance Theological Seminary.

Nyack’s state of the art campus is located near Manhattan’s historic Battery Park where more than 1,900 students study in person and online pursuing undergraduate, graduate and doctoral degree programs. Our strategic location provides an opportunity for our students to pursue academic excellence and experiential learning in a dynamic gateway city to the world.

As one of the most diverse institutions of Christian higher education in the United States, Nyack/ATS has earned national and regional recognition from leading industry sources such as U.S. News & World Report and The Wall Street Journal/Times Higher Education U.S. College Rankings for providing our students with a multi-cultural environment and preparation for social mobility. In addition to offering an exceptional academic community, our students embrace the institution’s legacy of service to others. This approach produces personally transformed men and women who choose to be globally engaged and socially relevant as they live for the glory of God.

I invite you to carefully peruse this Opportunity Profile and explore the Nyack website, www.nyack.edu, to become acquainted with the distinctives that make the College and Seminary a one-of-a-kind educational institution. You will learn how Nyack/ATS students and alumni are poised to make a difference in our society and in our world.

If your spiritual gifts, talents and experience meet the requirements of the position, we welcome you to review the Procedure for Nominations and Applications section and follow the instructions provided. If you have questions, please contact Jairy Hunter (jairy.hunter@academicsearch.org) at Academic Search, the executive search firm assisting us with identifying qualified candidates.

I extend my best wishes to you as you explore this exciting career opportunity.

Shalom,

Rajan S. Mathews
President
Nyack College and Alliance Theological Seminary
ABOUT NYACK COLLEGE

In 1882, Dr. A.B. Simpson, a Canadian immigrant pastor of the Thirteenth Street Presbyterian Church in New York City, founded what would become Nyack College. By God’s grace and favor, Nyack proudly marks its 140th anniversary year in 2022 as a Christian and Missionary Alliance (C&MA) educational institution. Established originally as the Missionary Training Institute offering diplomas in Christian education, men and women were qualified to fulfill the historic mission to “take the whole gospel to the whole world.” Today Nyack is a fully evolved institution offering degrees with accreditations in its undergraduate, graduate and doctoral programs. The legacy of Nyack—College, Seminary and Graduate Schools—continues to empower and equip students in their spiritual, intellectual and social formation preparing them for lives of service to Christ and His Church and to society in a way that reflects the Kingdom of God and its ethnic diversity.

Nyack has been recognized as a U.S. News & World Report Best College for the past several years, cited as a leader among colleges and universities in the Northeast for social mobility and for ethnic and economic diversity. The Wall Street Journal/Times Higher Education U.S. College Rankings named Nyack among the top 20 colleges in the region for its campus environment, a metric that assesses ethnic diversity in the student and faculty population and in the proportion of first-generation degree earners. Under the federal government’s Second Chance initiative, Nyack is one of 67 New York area institutions of higher education participating in a program that offers Pell Grants to inmates pursuing undergraduate degrees on the Beacon, NY campus at Fishkill Correctional Facility.

Under the leadership of its 13th president, Rajan S. Mathews, Nyack’s academic structure includes Alliance Theological Seminary, Alliance Graduate School of Counseling, School of Arts and Sciences, School of Bible and Christian Ministry, School of Business and Leadership, School of Education, School of Music, School of Nursing and School of Social Work. The 121 full-time faculty and staff—50% women and minorities—are committed to serving the more than 1,900 students in person and online where 50 majors are offered. The integration of faith and learning has its foundation in five institutional core values of being academically excellent, globally engaged, intentionally diverse, personally transforming and socially relevant.

Nyack’s strategic location in New York City attracts students from the five boroughs of the Bronx, Brooklyn, Queens, Manhattan and Staten Island and from more than 60 countries around the globe—reflecting its capacity to be “the world in a city.” With a student body that represents 57 different nations and more than 60 denominations, Nyack is uniquely positioned to equip global leaders from every nation for service in the 21st century.

NYACK COLLEGE MISSION AND CORE VALUES

MISSION
Nyack College, a Christian and Missionary Alliance educational institution, through its undergraduate, graduate and seminary programs, pursues its historic mission of preparing men and women to “take the whole gospel to the whole world.”

CORE VALUES
Nyack College seeks to exalt Christ and fulfill its mission by being:

Academically Excellent
Pursuing academic excellence in the spirit of grace and humility.

Globally Engaged
Fostering a global perspective within a multi-ethnic and multi-cultural Christian academic community.

Intentionally Diverse
Providing educational access and support to motivated students from diverse socioeconomic backgrounds.

Personally Transforming
Emphasizing the integration of faith, learning and spiritual transformation.

Socially Relevant
Preparing students to serve in ministerial, educational, healing and community-building professions.
ABOUT NYACK COLLEGE (CONT.)

OUR CAMPUS IN A GATEWAY CITY
Whether you choose to live in New York, New Jersey or Connecticut, you’ll enjoy both work and the abundance of entertainment in New York City. From our Lower Manhattan campus near Battery Park and the Financial District to the Times Square theatre district in Midtown to the East and Westside Uptown tip of the Island, endless enjoyment awaits you. See, smell, taste, hear and be in touch with every culture on the planet. Our strategic location sits on a landscape of iconic landmarks including the Statue of Liberty, Ellis Island, the 9/11 Memorial and Museum and a plethora of culinary and cultural arts experiences. New York is home to champion professional sports teams and the fine art world of Museum Mile. Family friendly parks, zoos, skating rinks, aquariums and library branches are among the “not-to-be missed” attractions. If more trees and grass are what you need, day trips to the beaches on the Jersey Shore or hiking and kayaking in New York’s Catskill will fill the bill.

As you decide on taking in the state’s breathtaking fall foliage, sipping a hot chocolate near the Rockefeller Center Christmas tree, smelling the lush blossoms in one of the area’s botanical gardens or watching a free summer production of “Shakespeare in the Park,” you get to experience all four seasons in our gateway city.

Public transportation is the answer to commuting to and around New York City. The Metropolitan Transportation Authority (MTA) runs the bus and subways. You can also get where you need to go by ferry, railroad lines and taxi. The Hudson, the Harlem and the New Haven rail lines operate out of Grand Central Terminal. The Grand Central Terminal in New York City serves northern suburbs in New York and Connecticut. Port Authority Trans-Hudson (PATH) is a rapid transit system that connects our Nyack campus commuters from Newark, Harrison, Jersey City and Hoboken in New Jersey to Lower and Midtown Manhattan.

RESIDENTIAL STUDENT HOUSING
Nyack’s 120,000-square-foot residential facility built to accommodate 400 students is located in Jersey City, NJ in the historic Powerhouse Arts District. This is the College’s first new residential space in over half a century. The Residence Hall, fondly known as “The Bay,” is less than 20 minutes away from the campus and is surrounded by retail shops, coffee houses, restaurants and a nearby shopping mall. Our residential students enjoy custom-designed loft-like suites, a state-of-the-art Fitness Center and on-site dining at “The Eatery.”

ATHLETICS
Nyack College offers a NCAA Division II sports program with 12 varsity teams competing in the Central Atlantic Collegiate Conference (CACC). We offer baseball, basketball, cross country, soccer and track & field for men; basketball, cross country, lacrosse, soccer, softball, track & field and volleyball are offered to women. The mission of the Athletics Department is to serve and develop our scholar-athletes in three distinct areas. Spiritually—our athletes participate in group prayer, team devotions and interpersonal bonding. Intellectually—our Academic Accountability Program is designed to ensure academic success. Physically—young men and women are prepared for competition through specialized training in our Fitness Center and training room.

SEARCH PROFILE: Vice President for Enrollment
WE BELIEVE ...

- There is one God, who is infinitely perfect, existing eternally in three persons: Father, Son and Holy Spirit.

- Jesus Christ is true God and true man. He was conceived by the Holy Spirit and born of the Virgin Mary. He died upon the cross, the Just for the unjust, as a substitutionary sacrifice, and all who believe in Him are justified on the ground of His shed blood. He arose from the dead according to the Scriptures. He is now at the right hand of the Majesty on high as our great High Priest. He will come again to establish His Kingdom of righteousness and peace.

- The Holy Spirit is a divine person, sent to indwell, guide, teach, empower the believer, and convince the world of sin, of righteousness and of judgment.

- The Old and New Testaments, inerrant as originally given, were verbally inspired by God and are a complete revelation of His will for the salvation of man. They constitute the divine and only rule of Christian faith and practice.

- Man was originally created in the image and likeness of God; he fell through disobedience, incurring thereby both physical and spiritual death. All men are born with a sinful nature, are separated from the life of God, and can be saved only through the atoning work of the Lord Jesus Christ. The portion of the unrepentant and unbelieving is existence forever in conscious torment; and that of the believer, in everlasting joy and bliss.

- Salvation has been provided through Jesus Christ for all men; and those who repent and believe in Him are born again of the Holy Spirit, receive the gift of eternal life and become the children of God.

- It is the will of God that each believer should be filled with the Holy Spirit and be sanctified wholly, being separated from sin in the world and fully dedicated to the will of God, thereby receiving power for holy living and effective service. This is both a crisis and a progressive experience wrought in the life of the believer subsequent to conversion.

- Provision is made in the redemptive work of the Lord Jesus Christ for the healing of the mortal body. Prayer for the sick and anointing with oil are taught in the Scriptures and are privileges for the Church in this present age.

- The Church consists of all those who believe in the Lord Jesus Christ, are redeemed through the blood and are born again of the Holy Spirit. Christ is the Head of the Body, the Church, which has been commissioned by Him to go into the world as a witness, preaching the Gospel to all nations. The local church is a body of believers in Christ who are joined together for the worship of God, for edification through the Word of God, for prayer, fellowship, the proclamation of the Gospel and observance of the ordinances of baptism and the Lord’s Supper.

- There shall be a bodily resurrection of the just and of the unjust; for the former, a resurrection unto life; for the latter, a resurrection unto judgment.

- The second coming of the Lord Jesus Christ is imminent and will be personal, visible and premillennial. This is the believer’s blessed hope and is a vital truth which is an incentive to holy living and faithful service.
INTENTIONALLY DIVERSE

Nyack is an equal opportunity employer and provides equal opportunities to all qualified persons without regard to race, color, sex, national origin, age, disability, genetic information or characteristics, protected veteran status or other protected classifications in accordance with federal law.

One of Nyack’s Core Values is to be Intentionally Diverse. As the most ethnically diverse Christian college, Nyack desires a diverse, qualified candidate pool and is committed to enhancing workplace diversity.
Dr. A.B. Simpson is widely recognized as one of the foremost figures in the American missionary movement. He resigned a prestigious New York City pastorate to develop an inter-denominational fellowship devoted to serving unreached people. Simpson’s view was shared by a like-minded group of men and women, including mainline church leaders, laborers and theological scholars. This ever-growing alliance was bound together by a desire to inspire the Church to fulfill its Great Commission of world evangelism. As Dr. Simpson established the Missionary Training Institute, that would become Nyack College, that network of churches and ministries in time would become the denomination known as The Christian and Missionary Alliance (C&MA).

From the beginning, Nyack College and the C&MA have had a symbiotic relationship rooted in a shared mission of impacting the world with the Gospel of Jesus Christ. The College operates as a subsidiary ministry of the C&MA with denominational representatives serving on its Board of Trustees. Faculty are asked to sign their agreement with the C&MA statements of faith. Alliance Theological Seminary, the national seminary of the C&MA, operates within the Nyack College charter and has a rich history of preparing C&MA pastors, international workers and ministry leaders.

The central theology of the denomination is for believers to experience the “fourfold gospel” of Jesus Christ as Savior, Sanctifier, Healer and Coming King. The belief that the person and work of Jesus Christ has a transformational impact on individuals and communities remains not just relevant, but central to the identity and work of Nyack College. In this spirit, Nyack graduates enter ministry, teaching, community building and healing professions. They view the results of these types of work as part of “the whole gospel”—part of the ongoing work of Christ in the world offering not only salvation, but transformation, healing and hope. More than simply a historical or organizational arrangement to be heeded, Nyack’s relationship with the C&MA is a vital and strategic partnership.

From its beginning in New York City in 1882, Nyack has been devoted to the concept of education as preparation for service. After purchasing 28 acres on a picturesque hillside, the school moved in 1897 to the village of South Nyack, New York. In 1956, the school was renamed Nyack Missionary College and then in 1972 became Nyack College to reflect the comprehensive offerings of the College that extended beyond theological and missionary training to an expanded roster of new professional degree programs in fields such as education, music, business, nursing, counseling and social work.
Alliance Theological Seminary, previously the Jaffray School of Missions, was founded as a graduate program of Nyack College in 1960. It emphasized the interdisciplinary encounter between theology and the social sciences. In 1974, the Jaffray program was redesigned to include the preparation of students for North American, as well as ministry abroad. The name of the school was subsequently changed to the Alliance School of Theology and Missions. In September of 1979, the Alliance School of Theology and Missions became Alliance Theological Seminary (ATS). Increased course offerings and additional faculty have enhanced the seminary’s commitment to the worldwide evangelistic task of the church.

Returning to its roots, in 1995 Nyack established a satellite program in Lower Manhattan. The goal of the New York City campus was to make studies accessible to those who work in the city and to provide a thoroughly urban context for theological education. Nyack continues to fulfill the vision of its founder by offering degrees to traditional and nontraditional students in its co-educational, ethnically diverse campus.

In 2013, Nyack signed a 20-year-lease with the option to purchase eight floors in the modern 22-floor structure at 2 Washington Street. Three years later in April 2016, the college purchased the new home for its Manhattan campus. Plans were announced in 2018 to consolidate Nyack’s two New York campuses with a move to the Manhattan location near the financial district and iconic landmarks including the 9/11 Memorial and Museum, Ellis Island, New York Harbor and historic Trinity Church. On this fully renovated campus with breathtaking views of Battery Park and the Hudson River, students are offered an extensive library, state-of-the-art classrooms and science laboratories, a music composition lab, a rehearsal studio, a Writing Center and a group counseling observation space.

This snapshot of Dr. Simpson’s “School That Vision Built” is an overview of who Nyack was and is—with great expectations of who Nyack will become—not just for our campus community, but for people groups in our nation and around the world. Our heart in this unique institution is to bring God all the glory!
**SEARCH PROFILE:** Vice President for Enrollment

**ORGANIZATIONAL CHART**

- **President**
  - **Vice President for Enrollment**
    - **Assistant Director of Operations & Systems**
    - **Associate Director of Central Admissions**
    - **Director of Undergraduate Admissions**
    - **Director of Graduate Admissions**

**POSITION DESCRIPTION**

Nyack College is searching for a Vice President for Enrollment to provide visionary leadership for student recruitment. The Vice President reports directly to the President along with the Provost and Vice President for Academic Affairs, Vice President for Advancement, Vice President for Finance and Business, Vice President of Student Development and Dean of Students, Vice President for Church Relations and Dean of the Chapel, Vice President for Human Resources and Title IX Coordinator and Vice President for Marketing and Communications. The successful candidate will work with the Enrollment and Marketing Committee of the Board of Trustees. The executive will have primary responsibility for growing undergraduate and graduate enrollment through the recruitment of new students and the delivery of a compelling marketing message to a global pool of potential students. The successful candidate will be expected to provide visionary and dynamic leadership. This candidate will also have the responsibility to develop an innovative and competitive enrollment program consistent with the college’s strategic priorities and goals. The new Vice President will have the opportunity to review and recommend any changes within the organizational structure. The current direct reports include the Assistant Director of Operations and Systems, Associate Director of Central Admissions, Director of Undergraduate Admissions and Director of Graduate Admissions.
DUTIES AND RESPONSIBILITIES

- Ensure that prospective students are aware of Nyack College’s mission, core values and culture.

- Establish and implement a visionary enrollment strategic plan including recruitment goals and objectives, strategies, tactics and processes that will enable Nyack College to fulfill its core values and attain enrollment and revenue growth goals and objectives.

- Build, guide and motivate recruitment teams to meet targeted enrollment and revenue goals. This includes residential, commuter, online, cohorts, undergraduate, graduate and seminary students.

- Lead, coach, and assess personnel with the admissions team.

- Implement procedures to drive and track recruitment effectiveness including pipeline activity, prospect identification, prospect qualification, productivity and counselor performance results and overall forecast accuracy.

- Contribute to the development of integrated marketing plans, public relations and branding strategies as a member of the marketing team.

- Oversee development of admissions marketing materials, tools, literature and promotions.

- Develop and monitor financial budgets for the Enrollment Division including recruitment, marketing and personnel.

- Partner with the President and Executive Team in directing the institution’s strategic direction and future growth. Provide input and advice on the expansion of programs and student services.

- Recommend admissions policies to the administration and faculty.

- Keep the campus community aware of enrollment goals, strategies and outcomes.

QUALIFICATIONS

- Embrace Nyack College’s core values, the highest degree of integrity, student centeredness, diversity and equity.

- Hold a Bachelor’s degree, advanced degree preferred, and/or equivalent experience.

- Possess experience in data-driven marketing, customer recruitment and relationship management system, preferably in higher education.

- Provide transformational leadership within the Executive Team and the campus community.

- Demonstrate excellent interpersonal, motivation and communication skills.

- Understand the potential of student recruiting in urban churches and other faith-based communities.
PROCEDURE FOR NOMINATIONS AND APPLICATIONS

Inquiries, nominations, and applications are invited. Review of candidates will begin immediately, and expressions of interest will be welcomed until an appointment is made. To ensure full consideration, applications should be received by May 27, 2022. Application materials should include a letter of interest, a curriculum vitae, and names and full contact information for five professional, confidential references. Calls to these references will occur only later in the search process and only with prior notification of candidates. All submissions will be treated in confidence and must be sent electronically (.pdf format) to: NyackVPE@academicsearch.org.

Nyack College and the Search Committee are assisted by:
Dr. Jairy Hunter, Senior Consultant
Academic Search
jairy.hunter@academicsearch.org
843-693-2658
ABOUT ACADEMIC SEARCH

Academic Search is assisting Nyack 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. For more information, visit www.academicsearch.org.