SEARCH PROSPECTUS:

Vice President for Enrollment Management

New Paltz
STATE UNIVERSITY OF NEW YORK
The State University of New York at New Paltz (New Paltz), a selective and highly regarded public, four-year University of almost 8,000 undergraduate and graduate students, invites inquiries, nominations, and applications for the position of Vice President for Enrollment Management (VPEM). Reporting to President Donald Christian, the VPEM is a member of his Cabinet and collaborates with the vice presidents, deans, and others to achieve institutional goals.

This is an exciting opportunity to serve a University whose enrollment is strong: the current first-year retention rate is 86% and its six-year graduation rate is 76.6%. New Paltz is committed to diversity and inclusion, as is demonstrated in these undergraduate enrollment results for Fall 2019: 62% of students were white; 22% were Hispanic/Latino; 7% were African American; 6% were Asian; and 3% were other. For first-time undergraduates in Fall 2019, the Hispanic/Latino enrollment grew to 29% and African Americans to 10%. Faculty engagement and a well-rounded program of student life are hallmarks of the University.

New Paltz is situated near the foothills of the beautiful Shawangunk Mountains in the scenic Hudson Valley. Metropolitan New York City is 75 miles to its south and the state capital of Albany is the same distance to the north. It is a very attractive place to live where one can enjoy the benefits of a beautiful small community located near a great city. The location, near large populations on Long Island, New York City's five boroughs, the Hudson Valley, and the Capital District, is also particularly attractive for recruitment at a time when the declining number of high school graduates in the Northeast is challenging for many institutions.

THE UNIVERSITY

Founded in 1828, New Paltz (newpaltz.edu) was created as a school to teach the classics in a community established in 1678 by Huguenot refugees. It became a state normal school in 1885, offering courses to prepare graduates to teach in New York State public schools. It was formally incorporated into The State University of New York (SUNY) system in 1948 and it remains one of 64 academic institutions that comprise the SUNY system (suny.edu).

Among New Paltz’s most prominent characteristics today are its strong and growing academic quality, its deep connections to the culture and economy of the mid-Hudson region, the comprehensiveness of its academic programs, and its diverse student population. The University aspires to offer the finest and most intellectually engaging undergraduate education in SUNY, to promote its strategically selected and uniquely formatted graduate programs in areas of regional need, and to compete successfully for strong students with excellent public and private colleges and universities across the Northeast.

New Paltz is an exciting blend of tradition and vision. The faculty and campus community are dedicated to the construction of a vibrant intellectual/creative public forum, which reflects and celebrates diversity and encourages active participation in scholarly and artistic activity.

A part of the University’s educational foundation is the belief in the importance of a liberal arts education; the University offers undergraduate and graduate programs in the liberal arts, sciences, fine and performing arts, education, business, and engineering. The commitment to liberal arts served as a guiding principle at the time the University was founded and continues to aid in the preparation of students for transition into the global community today. Currently 42% of undergraduate students and 39% of all students are enrolled in the College of Liberal Arts and Sciences.
New Paltz is selective in admitting students who show promise of thriving in a learning environment that is challenging, student-centered, and personalized. Driven in large measure by its popularity, New Paltz has been very successful in achieving its enrollment goals and dramatically raising its selectivity. The University currently enrolls approximately 6,692 undergraduate and 916 graduate students. While undergraduate enrollments are at near-capacity given current infrastructure, the University is growing its graduate offerings.

New Paltz’s rising reputation has been acknowledged in college rankings publications. *U.S. News & World Report* ranked New Paltz 6th among the best public regional universities in the Northeast with both bachelor’s and master’s degree programs. New Paltz also ranked 28th among public and private regional universities in the Northeast with bachelor’s and master’s degree programs. *Kiplinger Personal Finance* and the *U.S. News & World Report* have named New Paltz a “best value” in higher education.

Within the University, there are five academic schools: The College of Liberal Arts and Sciences; School of Business; School of Education; School of Fine and Performing Arts; School of Science and Engineering; as well as the multidisciplinary Office of Graduate and Extended Learning. There are 351 full-time faculty, whose excellence in teaching and scholarship is a defining point of excellence for the University. The student to faculty ratio is 15:1. The Middle States Commission on Higher Education reaccredited the University in 2011.
Settled beneath the shoulder of the breathtaking Shawangunk Ridge, New Paltz shines as one of the jewels of Ulster County. From any direction, the approach to campus is memorably beautiful. The Valley abounds with lush foliage in the spring and summer, followed by autumn’s rich color palette, and snow in the winter. The locale offers a variety of outdoor activities for visitors and residents, from swimming in glacial lakes, rock climbing, hiking, biking on the Wallkill Valley Rail Trail, and skiing, to sampling the seasonal bounty of region’s many farms, orchards, and wineries.

Along New Paltz’s many quiet tree-lined streets, stone houses built in the 17th and 18th centuries intermingle with modern residences. The town features restaurants staffed by graduates of the nearby Culinary Institute of America, as well as quaint eateries, specialty shops, and professional office structures. Nestled at the center of the Hudson River Valley, New Paltz is close to myriad cultural attractions ranging from the contemporary sculpture gardens of the Storm King Art Center to the historic Vanderbilt Mansion and FDR Home and Presidential Library. National Geographic Traveler recently named the Hudson Valley one of the top 20 tourist destinations in the world.

Beyond the enhanced quality of life afforded in New Paltz, ready access to Albany and New York City provides enhanced educational opportunities for students through clinical experiences, internships, and access to bountiful artistic, historic, and international resources. For additional information about the community, please visit newpaltzchamber.org or townofnewpaltz.org.
The Position: The Office of the Vice President for Enrollment Management

Reporting to the President, the VPEM is a member of the Cabinet and collaborates with other vice presidents, deans, and others to achieve divisional and institutional goals. The VPEM fulfills a key role in University-wide matters (including strategic planning), participates in system-wide enrollment initiatives and planning, represents the University to appropriate external bodies, and performs other duties assigned by the President. The VPEM works with a synergistic team of talented, motivated professional staff who are fully committed to collaborative work in support of student success and engagement, leadership and career development, and diverse opportunities for community service. At New Paltz, the VPEM manages eight departments with 76 employees, including:

Office of Undergraduate Admission
The mission of the Office of Undergraduate Admission is to recruit, admit, and enroll the best-qualified applicants to enhance the diversity and quality of life at the institution. The office collaborates with and provides assistance to academic and student support areas in meeting the University’s enrollment, retention, and graduation objectives. Half of our admitted students are transfers.

Records & Registration
Records & Registration maintains the permanent academic record and ensures its integrity and security via innovative online data management. Responsibilities of this office include receiving and recording all grades, matching academic progress with approved major plans, clearing students for graduation, overseeing transcript and other student verification requests, creating the schedule of classes, managing course registration, as well as managing and assigning classrooms.

Office of Financial Aid
The Financial Aid Office awards, disburses, and reconciles $75 million in grants, scholarships, loans, and Federal Work-Study on an annual basis in compliance with federal and state regulations and institutional policies. The mission of the Financial Aid Office is to provide access, aid, and advisory services to students and their families to support the University’s enrollment and retention goals and encourage the development of life-long financial skills.
Office of Student Accounts
Student Accounts manages all student payments, departmental deposits, and the processing of student refunds from all sources, including automated services that allow 24/7 access to many business needs. With a mission to accurately invoice, collect, and administer student accounts as well as disburse financial aid funds in a timely and responsible manner, the Student Accounts team provides excellent customer service while observing Federal, State, and Campus Internal Controls requirements.

Center for Student Success
The Center for Student Success (CSS) promotes student learning, academic engagement, and timely degree completion through the coordination of peer-based academic support services and the management of the campus-wide Student Success System, powered by Starfish. Through this system, the University seeks to provide students with a seamless, personalized experience that connects them to faculty and to the supports they need to realize their educational and career goals.

Office of Academic Advising
The Office of Academic Advising (OAA) is the University’s general advising unit, partnering with the academic departments in support of sound educational planning and timely degree completion for all undergraduates, from matriculation to graduation. The OAA’s advisors are primarily responsible for advising undeclared/exploratory students while faculty advisors are responsible for advising declared students in their respective major. The OAA collaborates with the academic departments and with the Center for Student Success.

Scholars Mentorship Program
The Scholars Mentorship Program (SMP) serves 300 high-achieving students from racial groups who are historically underrepresented in higher education, including Black, Latino/a/x, Asian, and multiracial students. The program’s level of success is attributed to the many collaborating partners on campus. SMP has an 82% six-year graduation rate and has worked to help create one the most diverse first-year student cohorts. SMP has been a part of campus culture for 30 years; its growth is strong and the program is now moving into a new home on campus to continue its excellent work.

Office of Veteran and Military Services
Veteran & Military Services is dedicated to serving veterans, service members, and their dependents in receiving their education benefits, facilitating their transition into the University, and providing support for their ongoing academic success. OVMS is committed to providing support services focused on the holistic development of students – intellectual, personal, and social needs; SUNY New Paltz is designated as a “Military Friendly School®,” has received the coveted “Gold” award for the past three years and has been deemed a model program for all 64 SUNY Schools.

Brand Marketing
The Brand Marketing Consultant serves as an in-house marketing strategic expert to assist in the development and execution of all institution-wide advertising and marketing endeavors. Working closely with the VP for Communication and the VP for Enrollment Management, the Brand Marketing Consultant conducts qualitative research to inform internal processes and to promote a feedback loop to academic and administrative departments and services that shape the student experience.
LEADERSHIP AGENDA:
New Paltz seeks an experienced, effective, visionary leader to serve as Vice President for Enrollment Management. The next VPEM will be able to build on the strong foundation established by the current successful and highly regarded VPEM, who is retiring. The University has steady growth in enrollment and graduation rates, and increasing diversity within the student body. The successful candidate will draw on a talented staff to take the University’s enrollment management efforts to even higher levels.

The VPEM has primary responsibility for:
• developing, implementing, and leading an integrated and comprehensive strategic enrollment management plan including recruitment, advising, student support services, and retention;
• devising and executing strategies to sustain and grow enrollment in a challenging demographic and highly competitive higher-education environment;
• collaborating with other areas of the campus to plan, promote, and sustain student support and student success initiatives;
• partnership with other campus leaders to enhance marketing and communication efforts and planning that attracts and retains a diverse student body;
• leveraging technology and data analytics to improve services for students and student success.

QUALIFICATIONS:

Required Qualifications
The successful VPEM candidate will hold a master’s degree; an earned doctorate or other terminal degree may be considered an asset. Candidates must have a record of successful administration and management in positions of increasing scope and responsibility in public or private higher education, or in areas directly related to the primary responsibilities of the position.

Desirable qualifications include:
• A minimum of eight years of extensive, progressive, and effective planning and decision-making experience in admissions, enrollment management, student success, and related areas;
• A demonstrated record of initiating and sustaining innovative programs;
• Collegial and transparent leadership that values shared faculty governance, accessibility, and engages in upholding a culture of diversity, equity, and inclusion;
• Excellent communication skills, an ability to work with diverse constituencies, and management and supervisory experience;
• Experience and facility with data analytics and the use of quantitative and qualitative data to inform sound decision-making;
• Understanding and appreciation of the mission and environment of a selective public, comprehensive University in a multi-institution system;
• Understanding of a collective bargaining environment and appreciation for public sector employment practices;
• Experience, background, and strong commitment to student success, especially that of students from historically underrepresented groups.
The search for the Vice President for Enrollment Management at SUNY New Paltz is being assisted by Academic Search, Inc. The new VPEM is expected to begin July 1, 2020.

Applications should consist of a substantive cover letter addressing the qualifications listed above, a curriculum vitae or resume, and a list of at least five professional references with full contact information and a note indicating the nature of your working relationship with each. References will not be contacted without the explicit permission of the candidate. Applications, nominations, and expressions of interest can be submitted in confidence to SUNYNPVPEM@academicsearch.org.

The position is open until filled, but only applications received by January 19, 2020 can be assured full consideration. Confidential discussions about this opportunity may be arranged by contacting Dr. Wanda Bigham at wanda.bigham@academicsearch.org (334-425-6865) or Disa Mason at disa.mason@academicsearch.org (817-401-9257).

SUNY New Paltz recognizes the unique skills, perspective, talents, and passion that each employee contributes to its learning community. To work here is to accept an invitation to participate in the growth and development of all campus members – students, faculty, and staff. The University’s commitment to inclusive excellence is an important part of our mission of public education and our culture. New Paltz continues to work on building and maintaining a community that supports freedom, mutual respect, and civility for all. We seek others who support these values of diversity, equity, and inclusiveness. Candidates of all diverse backgrounds who wish to participate in our cultural aspirations are welcome and encouraged to apply. SUNY New Paltz is an AA/EOE/ADA employer.
ABOUT ACADEMIC SEARCH

Academic Search, Inc. is assisting State University of New York at New Paltz in this work. For more than four decades, Academic Search has offered executive search services exclusively to institutions of higher education. Academic Search was founded on the principle of strengthening higher education leadership through professional search services. We are the only search firm in the nation with a formal relationship to a premier leadership development program. As the subsidiary of the American Academic Leadership Institute (AALI), Academic Search provides substantial financial support to a number of leadership identification, development, and support programs across all sectors of public and private higher education. For more information, visit http://www.academicsearch.org/.

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