



Job Vacancy Announcement

Vice President for Enrollment Services

POSITION TITLE: Vice President for Enrollment Services

JVA#: 2024-13

DEPARTMENT: Enrollment Management

POSITION SUMMARY: Reporting to the President, the **Vice President for Enrollment Services** is responsible for planning, directing, managing, administering, and developing all aspects of the Enrollment and Recruiting program and processes and directs the enrollment and registration processes.

POSITION CLASSIFICATION/COMPENSATION: This position is Non-classified, Full-time, carries an Exempt status under the Fair Labor Standards Act, and serves at the will and pleasure of the President. Actual compensation will be commensurate with specific qualifications and experience related to the position. The position is dependent upon available funding.

Nature of Work:

The principal responsibility is leadership, management, and development of all phases of the enrollment process at Bluefield State University. This includes the development of strategic direction and implementation of the University's annual recruitment plan and coordination with the University's Office of International Students and Scholars (OISS) or another international program. The Vice President provides day-to-day leadership and direct supervision over Admissions, Registrar, and Financial Aid Offices.

CORE RESPONSIBILITIES:

- Directs and efficiently executes the University's admissions process, registration, financial aid, and student recruitment for Bluefield State's main campus, Medical Education Center, BSU-Beckley Center, and all other BSU off-campus sites.
- Provides vision, leadership, and direction in the areas of Admissions, Registrar, and Financial Aid.
- Develops, implements, and executes a coordinated program of recruitment from initial outreach and contact to matriculation for students (undergraduate, graduate, and, with the OISS, international).

- In collaboration with the Marketing Department, coordinates the development and execution of a comprehensive, data-driven marketing plan.
- Ensures planning, implementation, and achievement of student recruitment and enrollment goals.
- Manages the Director of Admissions in planning and implementing the advising and counseling of current/prospective students, determining areas of recruitment, visiting high schools and other sources of potential students, and reviewing the assignment of areas of responsibility to staff and scheduling.
- Manages the Director of Admissions in working closely with principals, high school counselors, community contacts, and others concerning the admissions, registration, and student aid process and requirements.
- Manages the Registrar in registration, graduation, and dual credit processes and procedures.
- Serves as a reference point for inquiries regarding complex admissions, registration, and financial aid policies on the institutional, state, and national level and resolves student issues.
- Directs admissions and recruitment correspondence and follow-up.
- In collaboration with and reporting to the Marketing Department, maintains and develops the University's web pages relating to Admissions, Registrar, Graduation, and Financial Aid.
- Coordinates with the Vice President for Athletics and related coaches to recruit and register student-athletes.
- Coordinates with the Vice President for Marketing in the development, assessment, and execution of the University's Strategic Marketing Plan.
- Analyzes inquiry and application trends to identify potential opportunities for advancement and efficiency in admissions and registration; develops key performance indicators, monitors ongoing processes, and executes marketing, admissions, and registration services in a best practices model.
- Manages the Director of Financial Services to ensure the efficient operation of the Financial Services division, including the development of efficient aid distribution, communications, coordination with Athletics and other areas of the University, and exploration of the expansion of aid opportunities.
- Monitors state-wide, national, and international educational and enrollment trends and adapts strategies accordingly.
- Oversees the utilization of a student/customer relations management system that will customize and track enrollment data, personalize communications for a diverse applicant and prospect pool, and generate reports to drive enrollment strategies.

- Provides leadership and mentoring to admissions, registration, and financial aid Directors and staff including training, supervision, development, scheduling, and evaluations.
- Provides direct management to the Director of Admissions, Director of Financial Aid, and Registrar.
- Oversees the development and monitoring of statistical reports to enhance recruitment strategies, yield management, forecasting, and operational efficiencies.
- Develops and implements institutional admissions/enrollment plans and activities for both undergraduate and graduate programs in concert with other BSU units.
- Prepares and manages the departmental budget in an efficient and best practice manner; monitor and evaluate the effectiveness of policies and procedures; perform other duties as assigned.
- Participates in enrollment management meetings and represents BSU at meetings and other events as assigned.
- Supervises and delegates responsibilities to employees of the Admissions, Registrar, and Financial Aid Offices of the University.
- Directs the maintenance of student and prospective student records.
- Directs the official determination of transfer credits, military training for credit, and other sources of non-traditional credit in conjunction with the Registrar.
- Works with all student services areas to provide services as needed to students.
- Manages the eligibility and awarding of scholarships and aid.
- Manage the utilization of Banner in all aspects of recruiting, admissions, registration, and student aid.
- This position must comply with all applicable federal and state laws and regulations and all HLC, HEPC, and BSU policies, procedures, rules, and regulations.
- Performs other functions as required or assigned.

MINIMUM REQUIRED QUALIFICATIONS: Master's Degree from an accredited institution is required. Minimum of five years of progressive experience in university enrollment management including demonstrated experience in admissions and recruitment, registration, financial aid, and enrollment management best practice.

PREFERRED QUALIFICATIONS: Doctorate in Higher Education. Three to five years' experience in Supervision/Management, Career Counseling, BANNER, and Enrollment Management Software experience. Student Personnel, Education, Counseling, or a related field preferred. At least two (2) years of experience working in a higher education admissions/recruitment department, experience with campus visits, and supervising student workers.

THE UNIVERSITY: The mission of Bluefield State University is to provide students with an affordable, accessible opportunity for public higher education. Bluefield State University, a historically black institution, prepares students for diverse professions, graduate study, informed

citizenship, community involvement, and public service in an ever-changing global society. BSU welcomes all qualified candidates to apply. More information about the University is available at: <https://bluefieldstate.edu/>.

APPLICATION PROCEDURE: Completed applications are to be submitted in electronic format only to humanresources@bluefieldstate.edu and must include:

1. Letter of interest specific to the position;
2. A completed BSU Employment Application (form available at <https://www.bluefieldstate.edu/resources/human-resources/jobs>);
3. Resume/CV;
4. Contact information for at least three professional references; and
5. Transcripts (unofficial transcripts are acceptable for the application process; official transcripts will be required of the selected candidate).

Please **do not** include photographs or any personal information (e.g. D.O.B, place of birth, etc.) on your application or supporting documents. **Also, Bluefield State University does not provide H1B visa or employment sponsorship**

DATE POSTED: June 26, 2024

CLOSING DATE: For full consideration, applications must be received by 4 p.m. EST, Friday, July 19, 2024. Applications will be accepted until the position is filled; however, applications received after the deadline may not receive full consideration.

Bluefield State University is an HBCU, AA/EOE/ADA employer, committed to the principle that minorities, women, veterans, and individuals with disabilities are encouraged to apply. The university complies with all applicable federal and state laws designed to promote equal educational and employment opportunities. Bluefield State University does not provide an H1B visa or employment sponsorship.