UNIVERSITY OF WISCONSIN-SUPERIOR
Assistant Vice Chancellor for Enrollment Management
Position Description

Working Title: Assistant Vice Chancellor, Enrollment Management
Hayes Hill Title/Level: Assistant Vice Chancellor, 12-month Limited Appointment, 1.0FTE
Position Reports to: Vice Chancellor Academic Affairs/Provost

Position Summary:
The Assistant Vice Chancellor for Enrollment Management serves as the chief enrollment officer with principal responsibility for developing and implementing a comprehensive strategic enrollment management plan focused on retention, recruitment and admissions consistent with the university's strategic goals and direction. The Assistant Vice Chancellor has direct managerial responsibility and oversight for the Offices of Admissions, Financial Aid, Academic Advising and the Registrar and is responsible for strategies that focus on retention, recruitment and student success. This position requires interaction and coordination with members of the Provost’s Leadership Team, Campus Life, University Relations and Athletics and is expected to develop and enhance valuable partnerships with external constituents. The AVC must ensure the appropriate dissemination and adherence to state and federal regulations, university and UW System policy, and other matters pertaining to the assurance of program compliance and success. The Assistant Vice Chancellor reports to the Vice Chancellor for Academic Affairs/Provost and has a seat on the Chancellor’s Cabinet.

Duties and Responsibilities:
1. Provide counsel on enrollment programs to the Chancellor and Provost and serve as an active member of the senior administrative team, working collaboratively to set direction and establish priorities for the University’s future.
2. Provide leadership in shaping strategic enrollment goals, including goals for diversity, net revenue, academic profile, and approaches to student financial assistance, and create and execute an enrollment plan to achieve those goals.
3. Create specific total enrollment and net revenue goals in addition to profile and demographic targets to assist in the establishment of goals committed to provide a college education that is affordably priced and supported with carefully managed student assistance program, as well as the creation and successful execution of a recruitment, admission, and assistance plan.
4. Create and execute complete strategic enrollment, recruitment and retention plans including tactical review, evaluation and selection, staff and supervisory structure, support by and use of technology, communications flows and message development and pricing and financial aid policy.
5. Lead and actively manage staff in the execution of goals by creating a supportive and collaborative environment for success and professional development.
6. Engage faculty and staff, senior leadership, athletic staff, alumni, and students in the recruitment process via appropriate and productive methods.
7. Provide data informed decisions for allocating staff and financial resources to achieve enrollment goals.
8. Collaborate with various University departments, including the University Relations department to strengthen the marketing activities of the enrollment division (print, electronic, and social media) and to ensure consistency of brand, timeliness of campaigns,
and the creation and dissemination of clear and compelling message and the Office of Institutional Research in the evaluation, analysis and reporting of data related to enrollment management programs and initiatives for the purpose of developing recruitment and retention strategies.

9. Develop and manage annual budgets for the organization and perform periodic cost and productivity analyses.
10. Maintain fiscal responsibility and leadership for the strategic management of the financial assistance programs while advancing the university’s need for revenue growth and maintaining a commitment to helping students and families find ways to manage their investment in a UW-Superior education.
11. Serve as one of the primary “public faces” for UW-Superior University with enthusiasm, passion and eloquence.

Knowledge, Skills and Abilities:

- Knowledge of recruitment, marketing, admissions, financial assistance, advisement and retention policies, principles and practices.
- Knowledge and ability to lead organizational structure, workflow and operating protocols.
- Knowledge and skill in using qualitative and quantitative data to drive effective program development, marketing, recruitment, admission and student retention.
- Possession of high professional standards and a personal code of ethics characterized by honesty, integrity, openness and fairness.
- Strong leadership and administrative skills managing operational aspects of the enrollment management program including, but not limited to: strategic planning, personnel, budget and fiscal management, web-based technology enhancement, and continuous improvement assessment of the unit’s operations in all areas.
- Strong analytical critical thinking, project management, problem recognition and resolution skills adept at setting and attaining key strategic goals.
- Effective interpersonal written and verbal communication skills, with proven ability to foster collaborative efforts and partnership building with internal and external constituencies within a diverse community.
- Strong analytical and problem solving skills, including the ability to identify, consult and resolve issues that impact institutional needs and priorities and experience in using data to make sound decisions and foster improvement.
- Skill as a visionary and innovative leader, seeking innovation as well as the ability to review and evaluate the results of that innovation.
- Ability to demonstrate commitment in promoting personal and civic responsibility as well as cultural diversity.
- Ability to work within and commitment to a system of shared governance.
- Ability to commit to inclusive excellence.
- Ability to work evenings and week-ends as appropriate.

Qualifications:

- Master’s degree is required. Preference will be given to candidates with a doctorate.
- At least five years of experience in a senior administrative and leadership position in enrollment management or related field.