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

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

Position Summary:
The 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 recruitment, admissions and retention consistent with the university’s strategic goals and direction. The Vice Chancellor has direct managerial responsibility and oversight for the Offices of Admissions, Financial Aid, University Communications and Government Relations (shared with Chancellor), Academic and Career Advising, Registrar, Athletics (shared with Chancellor), International Programs, and TRiO. The Vice Chancellor will also collaborate with faculty and Campus Life to ensure that key campus constituents are not only part of the larger discussion, but also assist in the implementation of the enrollment plan.

The Vice Chancellor 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 Vice Chancellor reports to the Chancellor and has a seat on the Chancellor’s Cabinet.

Duties and Responsibilities:
1. Serve as an active member of the senior administrative team at the University of Wisconsin-Superior, providing counsel to the Chancellor and Provost on all aspects of enrollment management;
2. Provide strong advocacy for the goals and needs of the enrollment management division with the cabinet, working collaboratively with cabinet colleagues to set direction and establish priorities for the University’s future;
3. Ensure that UW-Superior complies with state and federal regulations and University and UW System policies related to enrollment functions;
4. Oversee budget, personnel, technology and workflow for a complex division of the University. Build a coherent and cohesive enrollment management team, drawing on the strengths of current staff, and create a supportive and collaborative environment for their success and professional development;
5. Develop a data-driven strategic plan to increase enrollment at Wisconsin’s public liberal arts university, including specific plans, goals and strategies for recruitment, admissions, financial aid and retention. Establish measurable goals for diversity, academic profile, net revenue, and student success;
6. Integrate graduate students, international students and distance learners into the Strategic Enrollment Management (SEM) plan and collaborate closely with the offices responsible for the enrollment of these students;
7. Review progress toward the goals of the strategic plan regularly, ensuring that the division’s human and financial resources are appropriately directed toward the implementation of the plan; analyze, evaluate and report data related to the enrollment plan and initiatives, and make adjustments to strategies based on that analysis;
8. Serve as the chief retention office of the University, overseeing and coordinating retention initiatives and working closely with faculty, academic staff, department chairs, and classified staff to develop a student-centered focus that will improve retention and student success;
9. Engage faculty and staff, senior leadership, athletics, alumni and current students in the recruitment process;
10. Lead the Communications team in the creation and disseminate of clear and compelling marketing messages to prospective students, to strengthen the marketing activities of the enrollment division – print, electronic, and social media – and to ensure consistency of brand, and timeliness of campaigns;
11. Develop student financial assistance and literacy programs that address the University’s need for revenue growth, maintain a commitment to affordability for students and their families, and provide essential tools for students and recent alumni to manage debt;
12. Serve as one of the primary public faces for UW-Superior with enthusiasm, passion and eloquence;
13. Oversee and manage the offices of Admissions, Financial Aid, University Communication and Government Relations (shared with Chancellor), Academic and Career Advising, Registrar, Athletics (shared with Chancellor), International Programs and TRiO.
14. Other duties as assigned.

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 lead, develop, motivate and assess personnel with a collegial, collaborative and transparent leadership style and the ability to be a “hands on” team leader and team player.
- 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.
**Required Qualifications Include:**
- Master's degree from an accredited institution
- At least five years of experience in an administrative and leadership position in enrollment management or related field.

**Preferred Qualifications Include:**
- Doctorate degree from an accredited institution