

Sam Houston State University Human Resources

Staff Classification Description – Vice President for Enrollment Success

Skill Category: Executive/Administrative

Position (Employee) Class: 1M120 (E1)

Grade: NC

Date: 08/2023

Department: Division of Strategic Enrollment and Innovation

Educational & Experience Requirement: Terminal Degree or Master's in appropriate field. Proven and substantive administrative experience with record of proven accomplishments as an administrator at a senior educational institution or equivalent. Knowledge of and experience working with the Texas Higher Education Coordinating Board and extensive experience with Ellucian Banner Student Module is preferred. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.

Nature & Purpose of Position: Responsible for the performance of the ongoing enrollment management issues of the University, oversight of management of varied departments, and services delivered under the Vice President's supervision.

Supervision Given & Received: Reports and receives broad direction from the Senior Vice President for Strategic Enrollment and Innovation. Provides broad direction for the AVP for Strategic Initiatives, AVP for Recruitment and Admissions, AVP for Enrollment Services, and AVP for Enrollment Success.

Primary Responsibilities: Provides senior leadership, strategic direction, and fiscal oversight to the areas of Strategic Enrollment Initiatives, Recruitment and Admissions, Enrollment Services, and Enrollment Success. Oversees new student enrollment for undergraduate, graduate and professional student populations. Serves as a main point of contact and makes decision for all undergraduate and graduate concerns, initiatives, and issues with the Enterprise Resource Planning (ERP) Banner system for admissions, financial aid, registration and student receivables to include interactions with third-party vendors. Leads these teams for Banner, Cognos Reporting, and Customer Relationship Management (CRM) products. Serves as the Enrollment Management liaison with other University departments and divisions to include Academic Affairs, Informational Technology, University Advancement, Student Affairs, Finance and Operations, Athletics, and Sam Houston State University (SHSU) Online to ensure that key University initiatives and goals related to admissions and enrollment marketing/communication are met and lead students to graduation. Oversees and provides direction for all marketing, recruiting, and communication efforts within Enrollment Management, to include student advising and career success. Manages communication efforts for prospects, applicants, and recently enrolled students. Uses data driven decisions to determine future enrollment efforts, improvements in current enrollment efforts, and helps predict the future demand of students. Coordinates enrollment information and content on the administrative departmental websites with links to appropriate academic sites. In close partnership with academic and administrative units and with broad awareness of current and impending market trends affecting recruitment and enrollment, the Vice President for Enrollment Success (VPES) plays an integral role in shaping each incoming undergraduate and graduate class. Partners with others across campus to intentionally attract and retain students, to include forecasting trends that will likely affect higher education and using effective research to plan for the future. Tracks and measures progress and outcomes, ensuring all enrollment management initiatives are assessed and adapted for efficiency and effectiveness, and understands the University's broader competitive market position. Attends regular meetings with Deans and Department Chairs to discuss competitive marketing strategies, enrollment goals, and reporting needs. Creates and maintains strategic alliances with University leaders to effectively align enrollment management key initiatives and goals. Reviews and makes recommendations on policy changes, procedures, budget items, and personnel recommendations/communications from departments. Responsible for the writing/revision of any policies in the above departments. Full supervision of the personnel and budget of these areas. Performs other related duties as assigned.

Other Specifications: Position requires a high level of independent judgment, resourcefulness, and creativeness. A comprehensive knowledge of financial aid and veteran student compliance issues as well as federal, state, and institutional aid/scholarship programs along with familiarity with student information systems. Ability to coordinate enrollment management strategies to attract, enroll, and retain students through graduation. Must be a collaborative professional who can articulate a complex vision with clarity and be eager to engage others in positive recruitment and enrollment experiences. Experience with meeting first-year, transfer and continuing student enrollment goals, building graduate and online enrollment, and improving enrollment processes. Must demonstrate the ability to maintain confidential information, have excellent written and verbal communications skills combined with strong data analysis and technology skills, and the ability to foster collaboration with deans and other key constituents to build positive, team-focused communication and relationships. This position may be designated as a Campus Security Authority (CSA).

This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.

Sam Houston State University is an at will employer and drug free/smoke free workplace. All positions at Sam Houston State University are considered security sensitive requiring background checks in accordance with education code 51.215, and drug testing as required by D.O.T. for safety sensitive positions. The pay grade range is inclusive of social security benefit replacement pay.

Sam Houston State University is Committed to Equal Opportunity in Employment and Education.