

JOB INFORMATION

Effective Date	3/19/2024
Job Code:	460
Job Title:	VP, Strategic Enrollment Mgt.
Salary Grade/Structure:	999 - Admin-Professional
Career Level Name:	E2 - Middle Executive
FLSA Name:	Exempt
EEO Code:	10-Exec, Admin, Mgmt
Job Function:	Enrollment Management
Job Family:	Enrollment Management
Job Summary	Reporting to the President, the Vice President for Strategic Enrollment Management (VPSEM) provides vision and direction for strategic enrollment management and marketing through the application of data analytics in identifying trends, development of enrollment goals and capitalization of new market opportunities in formulating and sustaining the overall UHCL strategic enrollment management initiative that is aligned with the mission, academic vision and strategic management plan of the institution.

COMPETENCIES

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

QUALIFICATIONS

Education

Education Level	Education Details	Required/Preferred	
Master's Degree		Required	
Doctoral Degree	Doctorate or terminal degree in any closely related field.	Preferred	

Work Experience

Experience	Experience Details	Required/Preferred	
Progressive	Progressive senior leadership experience in recruitment, admissions, strategic enrollment management, data analytics, retention and marketing at an institution of higher education.	Required	
Considerable	Experience with current technologies, platforms and strategic enrollment management methodologies for recruiting traditional undergraduates, minority and first in college students and adult graduate students.	Preferred	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred
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Knowledge, Skills and Abilities

KSAs	Proficiency
• Ability to engage in strategic enrollment planning, data and trend analysis.	Skilled
• Demonstration of administrative and management skills.	Skilled
• Ability to effectively represent the University with external and internal audiences and stakeholders.	Skilled
• Ability to lead, motivate, and mentor staff.	Skilled
• Demonstration of excellent analytical, problem-solving, and decision-making skills.	Skilled
• Demonstration of experience with CRM systems and budget oversight.	Skilled
• Demonstration of experience in financial aid and admissions operations.	Skilled

JOB RESPONSIBILITIES

Campus Security Authority

Remote Work Capable

Essential Functions

Essential Function	% TIME
• Identify and focus on enrollment management and marketing programs and initiatives that embrace and enhance the diversity of the UHCL student body.	0%
• Develop and incorporate recruitment plans and strategic enrollment initiatives that attract and support freshman, graduate, international, adult learners, and transfer students.	0%
• Facilitate retention initiatives using data analysis, enrollment forecasting, and industry best practices.	0%
• Partner with community colleges in the region and state to develop strategic enrollment management plans to attract a greater number of transfer students.	0%
• With the collaboration of the VPAF, Executive Director of Financial Aid, and the Registrar, the Vice President will ensure financial aid optimization, alignment of enrollment management initiatives with funding practices, and compliance with all federal and state regulations related to aid funding.	0%
• Is responsible for the leadership, management and supervision of the Office of Admissions, Office of Student Financial Aid, Office of the Registrar, Student Administration Systems, Student Enrollment Center and Enrollment Communications.	0%

PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

PHYSICAL DEMANDS/WORKING CONDITIONS

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting		X				
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humid		X			
Wet		X			
Noise			X		
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Travel Requirements

Estimated Amount	Brief Description
5%	