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UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Associate Vice President for Enrollment Management & Student Success

DIVISION: Academic Affairs

REPORTS TO: Provost and Executive Vice President for Academic Affairs

GRADE: 20

SUPERVISES:

The Director of Enrollment Services, Dean of Admission, Executive Director Undergraduate Student Success & Academic Support Program, Executive Director Winter J Term & Summer & Strategic Initiatives, Director of New Student Transitions & the Visitor Experience, Executive Director URI Online, and the staff that supports those offices, and Enrollment Management staff.

BASIC FUNCTION:

Provide leadership in enrollment planning, recruitment, admission, retention, and student success initiatives for the University's undergraduate and graduate programs. Lead the development of comprehensive plans for strategic enrollment management and academic student support programs based on data analysis, quantitative modeling for enrollment, and strategic financial aid planning. Lead enrollment planning, including student retention, credit completion, financial aid, robust academic support, and timely graduation with careful attention to closing equity gaps. Collaborate with academic colleges and the University to ensure effective implementation of those plans. Work with and advise senior leadership and the University community to establish and achieve contemporary enrollment and student success goals. Foster growth and success with Winter J term, Summer Sessions, URI Online, and Office of Strategic Initiatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Reporting to the Provost and Executive Vice President for Academic Affairs, work closely and collaboratively with senior administration, the Council of Deans, department chairs, the Graduate School, faculty, and the URI Foundation to increase competitive applicants, expand seamless entry, establish and implement transfer goals, articulation agreements, and to establish and achieve recruitment and retention targets and graduation rate goals.

Oversee all student success initiatives within the Division of Academic Affairs. Ensure focused efforts throughout the Division to address equity gaps in both credit and degree completion.

Develop enrollment strategic plans and projections based on data and trends and the University's strategic priorities; and implement a targeted and strategic financial aid plan.

Under the direction of the Provost, work with Financial Strategy and Planning in preparation of the University's budget to support enrollment projections and plans. Ensure the most effective and strategic distribution of financial aid.

Additionally work with:

- Academic Affairs to provide institutional data and develop plans which align with the overall University/Academic strategic plans;
- The Division of Student Affairs, as well as any related committees, to promote and achieve improved retention and graduation of all students;
- The Vice President for Communications and Marketing and their staff to establish marketing and communication plans that are aligned with the University's "brand" strategy;
- The Vice Provost for Global Initiatives and the Office of International Student Services, and the Graduate School on enrollment plans;
- Admissions to oversee the admissions-related marketing of the University;
- The URI Foundation and Alumni Engagement on programs and gifts that support student enrollment and success;
- URI Online to support strategic growth and development of market-driven online programs.

Provide supervision, support and mentoring to the heads and staff of Enrollment Services, Undergraduate Admission, Winter J Term and Summer, Office of Strategic Initiatives, and URI Online.

Oversee the University Student Success Committee, appoint cross divisional co-chairs, engage the community in active participation, connect to national trends, and develop cross-campus strategies to foster student success.

Ensure robust and focused efforts to promote Diversity, Equity, and Inclusion with respect to recruitment, retention, and graduation of students from underrepresented groups and the provision of academic support services, such as advising, career and experiential learning, and tutoring services, aimed at addressing the equity gap and academic challenges in "gateway" courses.

Responsible for all enrollment services functions, including admission, financial aid, registration, retention, and classroom planning. Develop plans for classroom capacity and registration to meet the enrollment demands.

In all supervisory roles, promote excellent student services, diversity, staff development, collaborative decision-making, and seamless relationships with the degree-granting colleges.

Provide reports and make presentations on data and trends in conjunction with enrollment, retention, graduation, student success, planning, and any other related areas. Make available pertinent information to the campus community on an ongoing basis.

Inform and advise the President, Provost, and the senior leadership about enrollment demands, opportunities, challenges and strategies to ensure URI remains competitive in the higher education marketplace.

Collaborate with the URI Foundation and Alumni Engagement to raise funds for student scholarships and other University needs.

OTHER DUTIES AND RESPONSIBILITIES:

- Oversee and provide opportunities for staff development and training.
- Plan for, and promote the use of, technology in enrollment services, admission and areas related to student success and retention.
- Perform additional duties as assigned by the Provost and Executive Vice President for Academic Affairs.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers; knowledge of various software, including Microsoft Excel, Microsoft Word, PowerPoint.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

The following are all required: doctoral degree; a minimum of seven years of increasing management responsibilities in higher education at the Department Chair level or higher; a minimum of five years working in enrollment management functions including the areas of admission, financial aid, registration, retention, and classroom planning; research expertise using data and computer software programs for enrollment forecasting, planning, and modeling; excellent leadership, communication and interpersonal skills.

Preference given for those with experience in working with diverse populations and in the development and implementation of enrollment strategic plans and projection reports based on data and trends.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.