

Class Code:.....0796
Position #: (NUNC).....
Developed by:....MBS, AM
Reviewed by:.....LK
Approved by:.....LK
Date:..12/06; 5/08; 6/10

UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Vice Provost for Enrollment Management
DIVISION: Academic Affairs
REPORTS TO: Provost and Vice President for Academic Affairs
GRADE: 20
SUPERVISES: The Director of Enrollment Services and The Dean of Admission, and the staff that supports those offices

BASIC FUNCTION:

Provide leadership in enrollment planning, recruitment, admission, and retention for the University's undergraduate and graduate programs. Develop comprehensive plans for strategic enrollment management based on data analysis and quantitative modeling for enrollment and financial aid planning. Lead enrollment planning, including student retention and financial aid, and collaborate with academic colleges and the University to implement those plans.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

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

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

Under the direction of the Provost, work with the Budget and Financial Planning Office in preparation of the University's budget to support enrollment plans; and with the University's Foundation in the development of scholarships. Ensure the most effective and strategic distribution of financial aid.

Additionally work with:

- The Office of Academic Affairs to provide institutional data and develop plans which align with the overall University/Academic strategic plans;
- The Division of Student Affairs and University College, as well as any related committees, to promote and achieve improved retention and graduation of all students;
- The Vice President for Advancement and the Advancement Division to establish marketing and communication plans that are aligned with the University's "brand" strategy;
- The Office of International Student Services, the Graduate School, and the Feinstein Providence campus towards developing enrollment plans;

- The Director, CCE/Enrollment Management/Marketing/External Affairs in developing admissions targets for CCE;
- Admissions to oversee the admissions-related marketing of the University;
- The Dean of University College on Summer Orientation.

Responsible for all enrollment services functions, including the area of enrollment services encompassing admission, financial aid, registration, retention, and classroom planning. Supervise these areas with attention to promoting excellent customer service, diversity, staff development, and collaborative decision-making.

Develop plans for classroom capacity and registration to meet the enrollment demands.

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

OTHER DUTIES AND RESPONSIBILITIES:

Oversee and provide opportunities for staff development and training.

Plan for, and promote the use of, technology in enrollment services.

Perform additional duties as assigned by the Provost and 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:

Doctoral degree preferred, a minimum of a master's degree required. The following are all required: 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.