



R.H. PERRY & ASSOCIATES
SEARCH COUNSEL TO HIGHER EDUCATION

EXECUTIVE SEARCH PROFILE



**Alfred
University**



**VICE PRESIDENT FOR
ENROLLMENT MANAGEMENT**



THE UNIVERSITY

Overview

Alfred University, founded in 1836, is a private, non-sectarian, residential, coeducational institution of approximately 1800 undergraduates and 400 graduate students from throughout the United States and abroad. Located on 232 acres in the Allegheny Mountain foothills of western New York State, Alfred University is a small university with diversity in our programs, culture, and student population. The University is recognized for being the second oldest coeducational institution in the United States. Alfred University was also one of the first to accept African Americans and Native Americans into their programs. Over 40 majors are supported by the College of Liberal Arts and Sciences, College of Professional Studies, College of Ceramics, School of Art and Design, School of Business, the Inamori School of Engineering, and Graduate School. US News and World Report ranks our MFA program #9 overall, including the #1 program in Ceramic Art and #3 in glass. Alfred, NY is also home to Alfred State College (SUNY), giving the local community a true college town feel in a safe, family-friendly environment.

The US News and World Report Best Colleges has Alfred University highly ranked as a national liberal arts college, and Princeton Review includes Alfred University in its Best 381 Colleges publication, and on its Great Schools at a Great Price and Best Graduate Schools lists, providing additional proof of excellence in higher education. Further, Forbes magazine and the Fiske Guide regularly cite Alfred University as a “Best Buy.”

The University prides itself on low student to faculty ratios, small class sizes, and a supportive, student-centered learning and living environment. It has a long history of leading the way in matters of inclusion and diversity; social justice stands as one of its longest-standing and most cherished values.





Mission, Vision, Values

Vision

Alfred University will be an innovative leader in the delivery of academic excellence and enduring educational value, preparing all students for success in their studies and throughout life.

Mission

The mission of Alfred University is to provide excellent quality and enduring value through academic and co-curricular programming that is both intellectually challenging and practically relevant. We are culturally diverse and student-centered, and aim to serve an ever changing student population. We seek students with the aspiration and dedication to do well for themselves and for their greater communities. Thus, we prepare our students with the knowledge, skills and life-habits that will enable them to succeed, and to live lives of continuous personal growth and service to others. These outcomes are achieved through a commitment, by the entire AU community, to teaching and research, the pursuit of scientific and technical expertise, artistic creativity, and humanistic learning.

Values

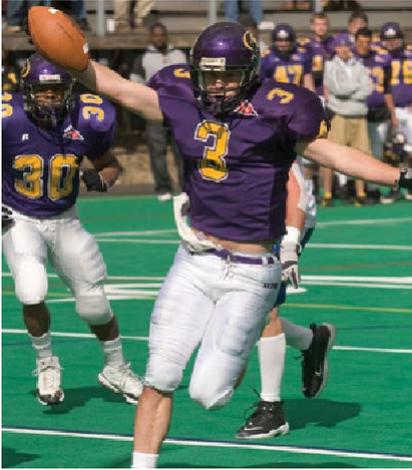
At Alfred University we value:

- A learning environment that promotes open exchange of ideas, critical thinking, global awareness, technological literacy, intellectual honesty, and community involvement;
- A work environment that promotes open communication, recognition of achievement, and the development of personal potential;
- Research and scholarship that advance the frontiers of knowledge, contribute to graduate and undergraduate teaching, and demonstrate creativity in all fields of endeavor;
- Diversity in people and cultures, ideas and scholarship;
- A campus that is safe, attractive, and promotes health and wellness;
- A caring community that respects each individual, fosters intellectual curiosity and growth, promotes and models good citizenship, and encourages enlightened leadership.



PRESIDENT'S MESSAGE

In a recent message to faculty and staff, President Mark Zupan drew upon the University's Latin motto "Fiat Lux" meaning "Let There Be Light," to emphasize its commitment to the power of education to transform student lives and better society. President Zupan started at Alfred University in July 2016. Prior to his presidency at Alfred University he served as a member of the faculty and was dean of the Simon School of Business at the University of Rochester.



THE POSITION

Alfred University seeks an experienced, engaging and energetic leader to serve as Vice President for Enrollment Management. The vice president must have a demonstrated record of successfully growing new student enrollment in highly competitive higher education markets. Balancing current best practices with innovative new tools, the vice president will provide consistency in meeting approved enrollment and net tuition revenue targets.

As a data-centric practitioner the vice president assumes a point position at Alfred University for developing strategies for responding to changing demographics and emerging trends, and how they are articulated to the University at-large. Committed to working collaboratively with key on and off-campus constituents, the vice president will be a highly visible presence as well as skillful communicator of the University's many assets. Success on all levels will require the vice president to make staff professional development a top, and on-going, priority.

When creating, articulating, and launching the University enrollment plan, the vice president must possess deep understanding of the academic and personal preparation necessary from prospective students to be successful in a selective university environment such as Alfred University. As a key influencer and implementer of marketing messages to prospective students, s/he must help develop clear and compelling content and possess the knowledge of how best to deliver effectively and efficiently via multiple channels. Included in that content must be the ability to articulate Alfred University's value proposition.

The vice president must be able to not only identify emerging markets but also enhance opportunities in existing primary markets. The position requires skill in financial aid leveraging and the ability to openly discuss and implement new tactics and strategies in consultation with leveraging partners. S/he should embrace the belief that student retention starts with the Enrollment Management division, and that they will continue to serve as a strong working partner with those on campus who also have retention as a priority responsibility.

The vice president will serve on the President's Cabinet and work closely with the President, Board of Trustees, fellow Vice Presidents and Deans to provide overall leadership and direction on enrollment matters.



Qualifications

Successful candidates must have:

- Ten or more years of progressively responsible experience in higher education enrollment management.
- A collegial management style and ability to hire, train, inspire and evaluate a large staff
- Outstanding communication skills and willingness to involve members of the extended campus community in recruitment- and enrollment-related activities; demonstrated success in working with faculty, student life professionals, coaches, school counselors, and alumni as key influencers of new student enrollment and retention.
- A high level of cultural competence and strong interest in working with students and families from diverse backgrounds.
- Creativity and the ability to provide fresh thinking on a variety of enrollment related issues.
- Intellectual agility and confidence in current abilities while at the same time demonstrating capacity to learn and accept new ideas.
- An exceptional command of the written and spoken word, and comfort using a wide variety of communication platforms including student search tools, texting, social media and email.
- Professional and personal integrity.
- A strategic mindset and a willingness to take calculated risks.
- Experience with contemporary financial aid leveraging strategies and tools.
- A contemporary technical skill set including the ability to mine and use data to make informed decisions.
- The ability to successfully and effectively integrate admissions, financial aid and marketing operations into a mission-focused culture that prides itself on timely and relevant communications, hospitality, and service.
- A strong business acumen.
- Experience with developing and implementing institutional branding and messaging.
- Strategic planning expertise; demonstrated ability to lead a team in the development of a vision and strategy for long term, sustainable success.
- Excellent interpersonal skills that allow the vice president to work with multiple stakeholders, from high school students to trustees.
- Bachelor's degree required; Master's degree preferred.



APPLICATION PROCEDURES

RH Perry and Associates is assisting Alfred University with this search. Applications are due by **March 20, 2017**. The position will remain open until filled. The preferred start date is mid-May, 2017. For full consideration, candidates should email to AlfredVPEM@rhperry.com the following documents in Microsoft Word or PDF format: (1) letter of interest that addresses the position responsibilities and qualifications listed above, (2) a current curriculum vitae, and (3) the contact information for three professional references.

FOR FURTHER INFORMATION, PLEASE CONTACT:

THOMAS K. DARIN, *Senior Consultant*

585 451-9385

tom.darin@rhperry.com

or

PAUL G. DOEG, *President and Chief Operating Officer*

(406) 220-2129

pauldoeg@rhperry.com

R. H. PERRY & ASSOCIATES

2607 31st Street, NW

Washington, DC 20008

www.rhperry.com

POLICY

R. H. Perry & Associates is committed to the highest standards of professionalism in all dealings with candidates, sources, and references. We fully respect the need for confidentiality and assure interested parties that their background and interests will not be discussed without consent of the applicant prior to her or his becoming a candidate.

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

Alfred University actively subscribes to a policy of equal employment opportunity, and will not discriminate against any employee, student or applicant because of race, age, sex, color, sexual orientation, gender identification or expression, physical or mental disability, religion, ancestry or national origin, marital status, genetic, information, military or veteran status, domestic violence victim status, criminal conviction status, political affiliation or any other characteristic protected by applicable law. Protected veterans, minorities and women are encouraged to apply.

www.alfred.edu



R.H. PERRY & ASSOCIATES
SEARCH COUNSEL TO HIGHER EDUCATION