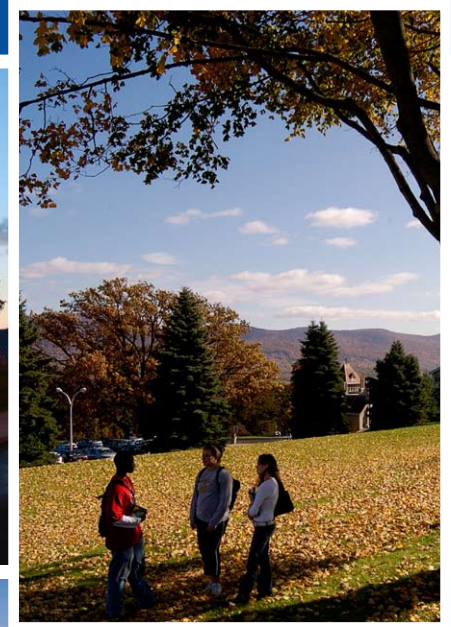




VICE PRESIDENT FOR ENROLLMENT MANAGEMENT



Mount Saint Mary College
Leading • Caring • Innovating
www.msmc.edu





THE OPPORTUNITY

The next chief enrollment officer will be a strong leader who will unite the staffs in undergraduate/graduate admissions, financial aid, continuing education, marketing, web marketing and advertising. He/she will lead strategic planning in the area, thereby developing the most important priorities for enrollment management.

THE COLLEGE

Mount Saint Mary College also referred to as “the Mount” by its academic community, was founded in 1883 by a small group of Sisters of Saint Dominic. It was originally an academy and in 1927 became a high school, and in 1959 a four-year liberal arts college. Located in historic Newburgh, New York, the Mount has a total enrollment of 2,700 students including 1,800 traditional undergraduate students. Located 60 miles north of New York City and 90 miles south of Albany, Newburgh has a population of nearly 30,000 and is situated on the Hudson River. Newburgh is a thirty-minute drive south of the beauty and recreation of the Catskill Mountains; it also features a renovated waterfront with first-class restaurants, art galleries, and shops.

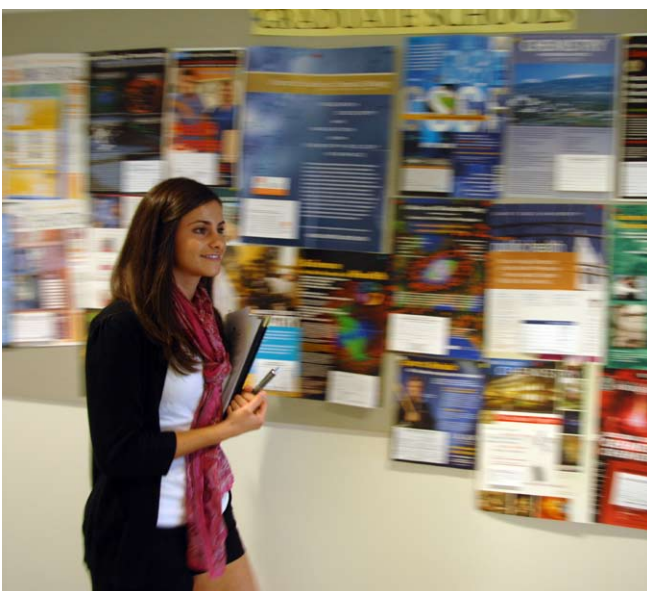
Set on 44 acres of rolling hills, Mount Saint Mary College offers picturesque views of the Hudson River and Hudson Valley while also combining architecture ranging from 19th century carriage houses to a modern technology center. The 53,000 square foot Kaplan Family Mathematics, Science, & Technology Center opened in 2007 and features biology, chemistry, and computer labs, a Nursing Learning Resource Center, a 3,000 square-foot atrium, a career center and a café. The college also completed a \$40 million renovation project in 2010 on the College Courts – townhouse style apartments for upperclassmen with all new amenities and modern conveniences. 2010 also saw the completion of a \$5.4 million project that included renovation of a dining hall, installation of an artificial turf lacrosse/soccer playing field and a tennis court complex. Students come from 16 states and several countries. The average class size is 21 and the student to faculty ratio is 17:1.





THE COLLEGE *(continued)*

Carnegie lists Mount Saint Mary College as Master's M. The Mount offers bachelor's degrees in more than 50 programs related to careers including education, health professions, business, communications/multimedia, and humanities, as well as master degree programs in education, business, and nursing. A series of collaboration programs provide an opportunity to earn a bachelor's degree in addition to an advanced degree from other institutions such as Fordham University, Pace University, and New York Medical College. The Mount's programs are grouped in eight areas: Arts and Letters, Business, Education, Mathematics and Information Technology, Natural Sciences, Nursing, Philosophy & Religion, and Social Sciences.



The Commission on Higher Education of the Middle States Association of Colleges and Schools accredits Mount Saint Mary College. The College is also chartered and registered by the New York State Education Department. Specialized accreditation is also offered by the Commission on Collegiate Nursing Education (CCNE) and by the National Council for Accreditation of Teacher Education (NCATE). The Mount has a strong commitment to community and has affiliations with organizations such as AACRAO, AACU, ACCU, CHEA, and NYACTE. In athletics, the Mount Saint Mary College Knights compete in the Skyline Conference and NCAA Division III with 17 varsity teams. Around 60% of the undergraduate students participate in varsity teams or intramurals. Through a "Knights in the Community" initiative, team members engage in service with area organizations/populations.



Mount Saint Mary College prides itself on being an educational experience for life. Rooted in the teachings and traditions of Saint Dominic, the Mount emphasizes Judeo-Christian values, for students to strive to develop: free exchange of ideas in pursuit of truth, analysis in an approach to problem solving, motivation toward self-improvement, development of an aesthetic sense, effective leadership and communication, respect for the value and ethics of the Catholic and Dominican traditions, and support of civic responsibility and community service.



MISSION

Mount Saint Mary College is an independent, coeducational institution committed to providing students with a liberal arts education to prepare them for lives of leadership and service. Through a variety of majors and professional programs, students are also prepared for career entry or graduate and professional studies.

Consistent with Judeo-Christian values and the Dominican tradition of education that values the inherent worth of the individual, the mission of Mount Saint Mary College is to create an environment which fosters close student-faculty interaction that enables students to reach their full potential as lifelong learners.

Mount Saint Mary College strives to provide a stimulating environment that promotes the intellectual and personal growth of undergraduate, graduate and continuing education students.

BACKGROUND

The Sister Ann Sakac, O.P. successfully led the Mount as president for 31 years. In mid-2008, the Reverend Kevin Mackin, O.F.M. succeeded Sister Ann as president of the College. Fr. Kevin came to the Mount after serving as president of Siena College in Albany, N.Y., for 11 years.

As Mount Saint Mary College plans for the future, the campus is in a time of transition. The College seeks a Vice President for Enrollment Management with a strong background in admissions, financial aid, and marketing/ advertising.

The College's strategic plan calls for a total enrollment of 3,000 students; currently there are 2,700 students. Also, the plan stipulates a residential goal of 1,000 students; the resident population has now reached 930. Fall 2010 freshmen enrollment was 444 with 146 transfers. The goal for freshmen for fall 2011 is 475, plus approximately 150 new transfers. The admissions staff has recruited primarily in the Tri-State region of New York (75% of current students), New Jersey, and Connecticut. The entire Northeast is now a target area. The future goal is to increase the quality of student recruitment pools.

Mount Saint Mary College has a strong and growing faculty, dedicated administrators and staff, and beautiful grounds and buildings. The College has achieved balanced budgets for many years. Its tuition discount rate is modest as compared with other independent institutions of higher education.

CHALLENGES

Major challenges for the next Vice President of Enrollment Management are:

- Creating, organizing, and implementing a unified enrollment management division; bringing together admissions, financial aid, continuing education and marketing/advertising into a team effort to support the College's mission and strategic plan, academic quality, student affairs initiatives, and financial goals and objectives;
- Working and coordinating with the faculty and student affairs staff to improve student retention;
- Leading a strategic planning process in enrollment management that identifies its most important priorities, future goals and objectives;



CHALLENGES *(continued)*

- Helping to improve communication among members of the enrollment management staff; sharing important information on the work of the president's cabinet and promoting positive interpersonal relationships among the staff and members of the College community;
- Fostering best practices in enrollment management among the staff and central administration; advising the faculty and athletic staff on how they can support the important work in enrollment and retention;
- Continuing the process of regular staff assessment; benchmarking staff performance and results; instituting initiatives to continuously enhance the professionalism of staff;
- Planning for the development of one-stop enrollment services for future and returning students; and
- Educating the campus community on important trends in enrollment, demographics, and retention.

QUALIFICATIONS

The president and campus community seek a new vice president for enrollment management who is a strategic thinker, an entrepreneur, a person of unquestioned integrity, and who:

- Possesses a master's degree or higher;
- Is an experienced professional in enrollment management with five to ten years of documented success in managing admissions and financial aid (marketing/advertising, continuing education, and registrar experiences are added pluses);
- Knows and practices effective strategic planning and budgeting; has financial acumen;
- Demonstrates strong communications skills in speaking, listening, and writing;
- Has a collaborative and collegial management style; seeks input before decision making; is a team leader and player;
- Belongs to appropriate professional organizations; and
- Is willing to uphold and support the mission of the College.



Mount Saint Mary College

KEY INDICATORS 2010

Investment in Plant, less depreciation:	\$103.36 million
Plant Replacement Insured Value:	\$112.19 million
Cost of Operating Physical Plant:	\$3.22 million
Endowment:	\$46.70 million
Budget:	\$62.93 million
Tuition Income:	\$48.99 million
Student Enrollment for Fall 2010:	1,894 F; 360 PT (undergraduates) 387 (graduates)
Tuition Discount Rate:	35%
Average SAT Score:	1,007
High School Rankings:	Top 10% = 9% Top 25% = 33% Top 50% = 76%
Freshman Retention Rate:	72%
Graduation Rate:	<u>2004</u> 6 years: 53%
Living Alumni:	10,000
Number of Full-time Faculty:	81
Tenured:	52%
Average Faculty Salaries:	Professor: \$92,641 Associate Professor: \$66,373 Assistant Professor: \$56,570
Student/ Teacher Ratio:	17/1
Degrees:	BA, BS, MBA, MS in Ed, MS in Nursing
Library Volumes:	114,078 volumes; 29,849 on journals
Athletics League:	NCAA Division III



APPLICATION PROCEDURES

To be considered, candidates should e-mail, as MSWord attachments, a cover letter that addresses the challenges and qualifications listed above, a current résumé, and the names, phone numbers, and e-mail addresses of three references to: **MSMC@rhperry.com**. Review of applications begins **January 14, 2011**. To ensure full consideration, materials should be received by that date.

FOR FURTHER INFORMATION CONTACT:

Dr. Judith A. Brissette, *Senior Consultant*

Telephone: (401) 378-0743

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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.

Mount Saint Mary College is an affirmative action, equal opportunity institution.

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