



HENDRIX

Associate Vice President for Enrollment and Director of Admission

Hendrix College seeks an imaginative, collaborative, and strategic leader to serve as its next Associate Vice President for Enrollment and Director of Admission (Associate Vice President). A distinctive liberal arts college located in a suburb of Little Rock, Arkansas, Hendrix is one of the [Colleges that Change Lives](#). Hendrix has grown dramatically in size and prominence over the last 15 years and is nationally recognized for its high-impact educational practices, such as the [Hendrix Odyssey program](#), and for its unusually inclusive, intelligent, and open-hearted campus community.

The Associate Vice President will report to the Vice President for Enrollment and Chief Information Officer and will benefit greatly from the College's positive momentum and clearly articulated [strategic plan](#). In addition, the Associate Vice President will have the unusual opportunity to partner closely with the Vice President in developing innovative strategies for further enhancing a well-established, high-touch enrollment operation. Together with a staff of eighteen professionals across the admissions and financial aid divisions, the Associate Vice President will also be among the first to occupy the College's new Dawkins Welcome Center, currently under construction and slated to open in the fall of 2017.

The College

Hendrix College is a private liberal arts college in Conway, Arkansas. Hendrix has a long tradition of close student and faculty interaction, open and progressive thought, and an unwavering commitment to the liberal arts. Today, Hendrix is recognized as one of America's most innovative colleges by *U.S. News and World Report* and one of 40 [Colleges That Change Lives](#).

Founded in 1876 and affiliated with the United Methodist Church since 1884, Hendrix evolved into a coeducational, undergraduate, residential, liberal arts institution by the mid-1930s. The College's Greek system was disbanded in 1945 in favor of a more open residence life on campus. Student enrollment gradually increased to just under 1,000 by the 1970s.

In the late 20th century, Hendrix developed a new master plan for campus growth, added more than 15 new buildings, revised and enhanced its curriculum, and added faculty in key areas. The Hendrix-Murphy Foundation Programs in Literature and Language was created in 1978 to enrich the study and teaching of literature and language, and Hendrix's strong reputation for educating future physicians and scientists emerged.

In 1987, The Carnegie Foundation re-classified Hendrix as a Liberal Arts I institution, paving the way for Hendrix to be celebrated for academic quality, affordability, innovation, and value in national college guides. Hendrix joined the NCAA Division III in the early 1990s, and in 2000 a chapter of Phi Beta Kappa, one of only two in Arkansas, was established at Hendrix.

The Hendrix Odyssey Program was launched in 2005. It became a national model for engaged learning in higher education and was responsible for a 40 percent increase in enrollment.

In 2010, Hendrix successfully completed a \$100 million campaign, significantly increasing student financial assistance, endowing new academic and co-curricular programs, and building state-of-the-art facilities for teaching, research, student life, technology, wellness and athletics.

Leadership and Strategic Plan

President William M. Tsutsui joined the College in June 2014 and was formally inaugurated in April 2015. Prior to becoming the 11th Hendrix President, Dr. Tsutsui led Dedman College of Humanities and Sciences at Southern Methodist University as Dean and Professor of History.

Drafted early in President Tsutsui's tenure, the [Hendrix College Strategic Plan 2015-2020](#) is a clear and concise articulation of the College's direction in the coming years. Through the plan, the College will:

- Build a more diverse and inclusive community.
- Ensure that a Hendrix education remains within reach of every talented, promising young person.
- Build a stronger relationship with our state and the central Arkansas community.
- Place even greater emphasis on faculty development, interdisciplinary connections, and research that engages both students and faculty.
- Improve facilities to give prospective students a warmer welcome, to provide new and renovated residence halls, and to bring the creative energy of music and the visual arts to the very center of campus.
- Enhance the stature, vitality, and impact of the Hendrix-Murphy Programs in Literature and Language.
- Guarantee that students not only graduate in four years but also leave Hendrix with professional experiences that successfully prepare them for careers and life after graduation.

Our New Campaign & the Dawkins Welcome Center

In fall 2016, the College announced [Be Hendrix](#), a \$110 million campaign to provide increased support for career preparation, the creative arts, diversity and inclusion, endowed scholarships, and teaching and learning. Hendrix has secured more than \$70 million in gifts and pledges toward its total campaign goal.

In fall 2015, Hendrix received a \$26 million gift, the largest in the College's history, from the estate of Mary Ann and David Dawkins of Little Rock to support scholarships and launch the fundraising effort to construct a new welcome center for prospective students and families.

In August 2016, Hendrix completed a \$1 million challenge from the J.E. and L.E. Mabee Foundation of Tulsa, Oklahoma, to support the Mary Ann and David Dawkins Welcome Center. The Dawkins Welcome Center, now under construction, will be the new home of the College's Admission and Financial Aid offices. Its opening is slated for fall 2017.

Other campaign projects will be the Miller Creative Quad and the Windgate Museum of Art in the center of campus. The new mixed-use project will combine student living space with classrooms, faculty offices, and practice space for music, as well as a new auditorium.

Our Community

Hendrix students are intellectually curious, self-driven, and passionate about learning, service, and social justice. They are strong academically, as evidenced by the fact that Hendrix has placed 30 Fulbright students, 34 Watson Fellow recipients, 31 Goldwater Scholarship winners, as well as Jack Kent Cooke Scholars, Marshall Scholars, Thomas R. Pickering Foreign Affairs Fellows, Truman Scholars, Rhodes Scholars, and Udall Scholars.

Outside the classroom, the creativity and community-mindedness that characterizes our students contributes to an unusually inclusive and vibrant student life that revolves around residence hall affiliation rather than a Greek system. Both current students and generations of alumni are proud of Hendrix's many campus life traditions, ranging from the 100-year old Shirttails Serenade dance competition in the fall to the variety shows and fundraising events that comprise Campus Kitty each spring.

Faculty members are leaders in their disciplines and devoted to teaching and mentoring undergraduate students. Every student's Odyssey experiences are mentored by a faculty member and professors are particularly passionate about introducing undergraduates to the professional academic community. Hendrix traditionally has one of the largest student contingents attending and presenting research results each year at national peer programs such as the American Chemical Society (ACS) meetings.

Hendrix faculty have continually demonstrated their dedication to being at the forefront of the academy. In addition to developing the Odyssey Program, the faculty have collectively examined and enhanced the academic calendar and curriculum, moving from the trimester calendar to the semester system, and revised the common course for first-year students, including development of a new interdisciplinary course, The Engaged Citizen (TEC).

Hendrix faculty view egalitarian governance as a critical component of shared decision making and action. There is no faculty senate at Hendrix. Committees with diverse representation in rank and discipline review issues and concerns, and the faculty meets collectively to discuss and decide academic, co-curricular, and student life policy.

The College's staff are important members of the Hendrix community as well and often develop close relationships with both students and faculty members. The warmth and connectedness that characterizes the community is a source of pride for Hendrix and one of the College's fundamental values.

Our Statement of Purpose

"Hendrix College cultivates empathy, creativity, self-understanding, rigorous inquiry, informed deliberation, and active learning across the liberal arts, toward the development of the whole person. Through engagement that links the classroom with the world, and a commitment to diversity, inclusion, justice, and sustainable living, the Hendrix community inspires students to lead lives of accomplishment, integrity, service, and joy." *Approved by the Hendrix College faculty and Board of Trustees in spring 2015.*

Our Location

Conway is one of the fastest growing Arkansas communities, with more than 60,000 residents, and a thriving part of the Little Rock-North Little Rock Metropolitan Statistical Area, a region with more than a million people.

Conway is home to three higher learning institutions, including the University of Central Arkansas and Central Baptist College, and has a growing medical community and thriving technology scene.

Conway life combines small town charm with urban amenities, including the Arkansas Shakespeare Theatre and Conway Symphony Orchestra, parks and trails for children and families, and public schools that are consistently recognized for student achievement and teacher quality.

Adjacent to the Hendrix campus is The Village at Hendrix, a traditional neighborhood development (TND) designed by the renowned New Urban planning firm of Duany-Plater Zyberk and Company and founded by Hendrix. A 90-acre mixed-used walkable community, The Village combines classic architecture and a commitment to green building principles, offering residential homes and commercial spaces, as well as housing for Hendrix students and entertainment and outdoor amenities, including the 18-acre Hendrix Creek Preserve.

Conway is a 30-minute drive from the capital city of Little Rock, offering even more arts and entertainment, dining, retail shopping, and other amenities. And outdoor activities – biking, bird watching, camping, fishing, hiking, hunting, paddling, spelunking, swimming, and water-skiing – are easily accessible in the Natural State from the Ozark and Ouachita Mountains to the timberlands and the Delta.

Role of the Associate Vice President for Enrollment and Director of Admission

The Associate Vice President for Enrollment and Director of Admission will partner closely with Vice President for Enrollment and Chief Information Officer Sam Nichols to design and implement the enrollment strategy for the College, and manage the staff of the admissions office. The supportive and collegial Hendrix community of faculty, staff, students, and trustees stands

ready to partner with their new colleague in achieving the College's enrollment goals, as does President Tsutsui, who is a ready and willing recruitment force for the College.

The Associate Vice President oversees a dedicated staff of nine admissions professionals including:

- Associate Director of Campus Visitation and Administrative Services
- Associate Director of Admission
- Assistant Director of Admission & Enrollment Marketing Coordinator
- Assistant Director of Admission
- Three Admissions Counselors
- Senior Administrative Services Specialist
- Administrative Services Specialist

The Associate Vice President will also partner particularly closely with the Associate Vice President and Director of Financial Aid, the Regional Director of Admission, the Office of Marketing and Communications, and the Athletics Department to deliver comprehensive, consistent, and inclusive messaging to prospective students and their families. In addition, the Associate Vice President will be directly mentored by the Vice President in working with a President and the Board of Trustees on matters of enrollment strategy.

Opportunities and Challenges

Hendrix has enjoyed great momentum and success over the last two decades and has emerged as one of the nation's most innovative liberal arts colleges. The Associate Vice President for Enrollment and Director of Admission will collaborate closely with the Vice President in addressing the following opportunities and challenges as Hendrix continues its ascent:

- **Contribute to the design and implementation of a strategic plan for the College's long-term enrollment success.** While the Vice President, in collaboration with the Senior Leadership Team, is ultimately responsible for crafting an overarching vision for Hendrix's sustained enrollment success, he will work hand-in-hand with the new Associate Vice President to develop and implement creative and powerful recruitment, admission, and financial aid practices and policies in anticipation of shifting national trends.
- **Identify current strengths as well as areas of growth within the Admissions Office's operations.** The Associate Vice President will review current recruitment and admissions processes and policies to identify any refinements that might allow the Office to work even more effectively without losing its signature attention to detail.
- **Recruit, support, mentor, and retain an exceptional group of talented Admissions professionals.** The Associate Vice President will be responsible for maintaining and building upon the positive culture of the Admissions Office and caring for its staff. The Associate Vice President will provide opportunities for professional development, and will inspire the staff to continue performing at their best, both individually and collectively.

- **Partner with the Vice President and the Associate Vice President and Director of Financial Aid to strategize the best ways to leverage the College's resources in recruiting a strong, diverse student body who will thrive at Hendrix.** Together, the three leaders will devise outreach and financial aid strategies that will balance the recruitment and retention of talented underrepresented students with a sustainable financial model. The Associate Vice President should be committed to attracting excellent and diverse students who will thrive at Hendrix, and will play a key role in their recruitment and retention.
- **Ensure that Hendrix effectively communicates its impact and value through clear, creative, and consistent marketing and outreach.** The Associate Vice President will serve as the face and voice of admissions to students, parents, and a wide range of other internal and external constituencies. In addition, the Associate Vice President will work collaboratively with the Office of Communications to develop and implement innovative marketing and lead generation approaches to enhance enrollment.

Desired Qualities and Qualifications

The Associate Vice President for Enrollment and Director of Admission will be a creative and collaborative leader with a proven track record in admissions. The ideal candidate will bring many of the following complementary abilities and experiences to their work:

- An energetic commitment to liberal arts education and an ability to persuasively articulate its value and meaning for today's students and parents;
- A keen understanding of national best practices in admissions and retention;
- A willingness to take informed risks and experiment with new strategies and techniques in communications, operations, technology, etc.;
- An open-minded, team-based approach to problem-solving, in keeping with Hendrix's culture;
- Experience mentoring, supporting, and leading a team of talented admissions professionals;
- A high degree of comfort with managing and implementing change in an admissions setting;
- The ability to serve as a compelling spokesperson for the College, including experience with marketing and communications and excellent oral and written communication skills;
- Experience with data-driven decision-making and the power of technology to inform daily operations; and,
- A shared sense of Hendrix's core values, which include embracing a broad and diverse spectrum of people and ideas within a warm and supportive community.

Contact

Please send nominations, applications, and queries in confidence and electronically to:

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Alyssa Perez, Associate
Storbeck/Pimentel & Associates, LP
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Hendrix College strives to maintain an environment free from discrimination and harassment, where employees treat each other with respect, dignity and courtesy. The College adheres to the principle of equal educational and employment opportunity without regard to age, race, color, religion, gender, disability, sexual orientation, gender identity or expression, genetic information, or national origin.

The following person has been designated to handle inquiries regarding the non-discrimination policies: Shawn Goicoechea, Assistant Director of Human Resources & Title IX Coordinator 1600 Washington Ave, Conway, AR 72032 501-450-1415 goicoechea@hendrix.edu