



# LOYOLA

## UNIVERSITY MARYLAND

### **Dean of Undergraduate Admission**

Loyola University of Maryland seeks a highly collaborative, student-focused strategist with a track record of proven success to serve as its next Dean of Undergraduate Admission. S/he will provide vision and leadership for the undergraduate admission office and employ a data-informed yet holistic approach to student recruitment. The Dean will inspire and support a staff of 20 talented professionals, manage a \$2 million operating budget, and be a contributing senior leader in the Division of Enrollment Management and Communications.

The new Dean will find the University to be a Jesuit, Catholic institution with strong, positive momentum and a supportive culture. Loyola's Division of Enrollment Management and Communications is well-positioned for continued growth and success, having transformed itself over the last decade into a sophisticated, cutting edge operation. The collaboration between the enrollment operation and the office of marketing and communication is strong and productive, resulting in the creation of numerous innovative recruiting strategies and media. Loyola seeks in its Dean a leader prepared to capitalize on these many advantages and achieve even greater levels of success in the future.

#### **Loyola University Maryland: An Introduction**

Loyola University Maryland, located in the northern neighborhoods of the vibrant city of Baltimore, aspires to be a leading national liberal arts university in the Jesuit, Catholic tradition. Founded in 1852 to serve a primarily local, commuting population, the University is recognized today as a prestigious, highly selective master's comprehensive university with a strong residential, liberal arts-based undergraduate program and professional graduate programs at the master's and doctoral levels.

Loyola has been ranked among the top five master's universities in the North Region by *U.S. News & World Report* for the past decade, is among *Washington Monthly's* top 50 master's universities nationally, and is included in the list of Best Values in Private Colleges in *Kiplinger's Personal Finance Magazine*. Loyola's Sellinger School of Business and Management is highly rated by *Business Week* and *U.S. News & World*, and the University is proud to host a chapter of Phi Beta Kappa, the nation's oldest and most prestigious honor society. The [2016-2017 PayScale.com](#)

[College Salary Report](#) ranks Loyola in the top 6 percent of U.S. colleges and universities for mid-career salary potential of graduates, with a median mid-career pay of \$107,000. Loyola students continue to do well upon graduation, with six-month-out Class of 2015 alumni data indicating more than 96% are employed full-time, pursuing graduate school, or completing a year of service in organizations such as the Peace Corps, AmeriCorps, or Jesuit Volunteer Corps.

As Loyola has grown and changed, it has remained committed to the fundamental principles of Jesuit education: a liberal arts undergraduate core curriculum that emphasizes the integration of knowledge, intellectual curiosity, and the power of communication; a conviction that the exercise of reason and the practice of faith are complementary and necessary; a focus on educating the whole person; and a call for the members of its community to live and serve in the world as committed leaders and servants for the good of others.

Loyola offers undergraduate majors in 31 academic fields and minors in 46 fields of study. Graduate degrees are available in business and management, liberal studies, psychology, speech-language pathology, theology, and education. In fall 2013, Loyola began offering the Master of Arts in Emerging Media, and, this spring, launched the Master of Science program in Data Science. The comprehensiveness of these graduate level offerings is one of the primary reasons that the school changed its designation in 2009 from Loyola College in Maryland to Loyola University Maryland.

The University is a member of the prestigious *Patriot League* in NCAA Division I, fielding teams in seven men's and ten women's sports. Loyola's fellow Patriot League members include: American University, Boston University, Bucknell University, Colgate University, College of the Holy Cross, Lafayette College, Lehigh University, U.S. Military Academy, and U.S. Naval Academy. In recent years, the men's and women's lacrosse teams and the men's golf team captured Patriot League championships and earned repeat bids to their respective NCAA tournaments, with the men's lacrosse team winning the NCAA National Championship in 2012. Moreover, several Loyola student-athletes have received [national recognition](#) for their [academic achievements](#), including awards from the Women's Basketball Coaches Association, Cleveland Golf/Srixon All-America Scholars, the Intercollegiate Women's Lacrosse Coaches Association, and the NCAA. In 2016, Loyola ranked third of 351 NCAA Division I schools in the [NCAA's Graduation Success Rate Report](#) and had the highest rate among Maryland schools.

Other key facts about Loyola University Maryland include:

- Loyola enrolls approximately 4,100 undergraduate and 2,000 graduate students.
- Students represent 39 states and more than 30 countries.
- 81 percent of undergraduate students reside on campus.
- More than 60 percent of undergraduate students study abroad for at least one semester.
- Loyola has 380 full-time faculty members, 85 percent of whom hold terminal degrees.
- The average undergraduate course size is 20.
- The faculty to student ratio is 1:12.
- 2017-18 undergraduate tuition, room, board, and mandatory fees total approximately \$61,000. Graduate tuition varies by program.

- Approximately 74 percent of the undergraduate student body receives some form of financial aid from the University.
- Loyola's six-year undergraduate graduation rate is 84 percent.

The University comprises three schools: [Loyola College \(the College of Arts and Sciences\)](#), with programs accredited by the American Psychological Association (APA), the Council for Accreditation of Counseling and Related Educational Programs (CACREP), the Accreditation Board for Engineering and Technology (ABET), the American Chemical Society (ACS), and the American Speech, Language, and Hearing Association (ASHA); the [School of Education](#) with programs approved by the National Council for Accreditation of Teacher Education (NCATE), the Council for Accreditation of Counseling and Related Educational Programs (CACREP), and the Association Montessori Internationale (AMI); and the [Sellinger School of Business and Management](#) (AACSB-accredited since 1988). In addition to its main Evergreen Campus in northern Baltimore city, Loyola has two graduate centers (in Timonium, Maryland, and Columbia, Maryland), and it operates three Clinical Centers (on the Evergreen campus in the Loyola-Notre Dame Library, in Baltimore at Belvedere Square and in Columbia, Maryland).

### **Loyola's Mission**

Since its founding in 1852, Loyola has demonstrated a profound commitment to its [mission](#): "Loyola University Maryland is a Jesuit, Catholic university committed to the educational and spiritual traditions of the Society of Jesus and to the ideals of liberal education and the development of the whole person. Accordingly, the University will inspire students to learn, lead, and serve in a diverse and changing world."

The Jesuit philosophy strives to educate women and men of competence, imbued with the desire to seek the greater glory of God in all things. At Loyola, this ideal is further underscored by the guiding belief that a Catholic university is truly Catholic only insofar as it is truly a university, committed to education that looks critically at the human condition, raises fundamental questions about meaning, and promotes a love for learning and discovery. The University's Catholic intellectual tradition asserts that faith and reason complement each other, and questions of faith are encouraged and examined as intellectual inquiries. This approach nurtures a community committed to an examined life of intellectual, social, and spiritual discernment, as well as the understanding that leadership and service to the world are intimately connected.

### **University Leadership**

The President of Loyola University Maryland is Rev. Brian Linnane, S.J. Fr. Linnane took office in 2005, succeeding Rev. Harold Ridley, S.J. Educated at Boston College, Georgetown University, the Jesuit School of Theology in Berkeley, and Yale University, Fr. Linnane served for five years on the Board of Trustees at Loyola before becoming President. His prior professional position was at the College of the Holy Cross, where he was a member of the faculty and Assistant Dean of the College. The President is a strong supporter of the enrollment operation, both in policy and practice, and regularly attends open houses and other events in order to help share Loyola's mission with prospective students and families.

## **Campus and Location**

Loyola's main campus in the Evergreen neighborhood of Baltimore includes carefully restored historic buildings and new, state-of-the-art facilities. Recent construction projects include the \$62 million Ridley Athletic Complex and a \$12.5 million renovation of the Donnelly Science Center. Eighty-one percent of undergraduates live on the Evergreen campus, which is surrounded by green, wooded parkland and some of Baltimore's most desirable neighborhoods. While the fun and excitement of Baltimore's waterfront, entertainment, and cultural attractions are readily accessible, the campus is largely self-contained and the undergraduate student community tends to be tightly knit and highly engaged in campus life. While graduate students – 68 percent of whom are part-time – may take classes on the Evergreen campus, a larger portion attend the two suburban satellite campuses in Timonium, Maryland, and Columbia, Maryland. In keeping with Loyola's Jesuit mission, the University also operates Clinical Centers on the Evergreen campus and in Columbia and Belvedere Square where graduate students in speech-language pathology, clinical psychology, and literacy provide interdisciplinary services to the community and gain valuable educational and training experiences.

## **Loyola's Strategic Plan: *The Ignatian Compass***

Endorsed by the University's Board of Trustees in October 2016, [The Ignatian Compass](#) is Loyola's current five-year strategic plan. Its four key priorities are: Educational Innovation, Ignatian Citizenship, Culture of Engagement, and Institutional Vitality and Sustainability.

## **Role of the Dean of Undergraduate Admission**

The Dean of Undergraduate Admission reports to Vice President for Enrollment Management and Communications, Dr. Marc Camille. Now in his eleventh year at Loyola, Dr. Camille is a nationally respected thought and practice leader in enrollment management and communications.

The Dean is responsible for providing strategic leadership, vision, oversight, and coordination of a comprehensive recruitment and admission strategy for the University's undergraduate programs. Working collaboratively across the campus with faculty, administrators, staff, student leaders, alumni, parents, and other stakeholders, the dean will lead the development and implementation of innovative recruitment strategies and admission policies and work collaboratively with marketing and communications personnel to achieve desired undergraduate student enrollment goals. The Dean will demonstrate responsible stewardship of a \$2 million budget and provide strong and inclusive leadership to a staff of 20. The Dean and her/his staff are responsible for the development and implementation of holistic admission standards and evaluation processes that promote the University's Jesuit, Catholic mission and identity and support the achievement of its stated strategic vision and priorities.

## **Opportunities and Challenges**

Loyola's Division of Enrollment Management and Communications has experienced a remarkable transformation over the past decade and has invested in technology, marketing, and staff professional development in order to enable the office to perform at the highest possible level. The Division employs Technolutions Slate CRM software for undergraduate and graduate admissions. The Dean will play an essential role in addressing the following opportunities and challenges:

- Establish and carry out holistic admission standards and evaluation processes for applicants to the University's undergraduate programs;
- Develop and execute annual admission and recruitment strategies for the University's undergraduate student population, in alignment with the University's Jesuit, Catholic mission and in support of its strategic priorities, vision, and divisional goals;
- Develop and implement strategies to identify, attract, and enroll high achieving, motivated, diverse students from targeted recruitment areas;
- Review and assess all internal processes and systems and work collaboratively with office staff to identify potential efficiencies and enhancements;
- Work collaboratively with University marketing and communications personnel in establishing and executing recruitment and marketing plans, including social media and digital communications, to meet annual goals;
- Work collaboratively with financial aid and other enrollment management personnel to develop and implement strategic financial aid strategy and policies to meet annual goals;
- Deploy new and existing technologies to assist in admission and recruitment, including data mining, reporting, and analysis;
- Use research and analysis to assess current and future market opportunities and needs;
- Develop and implement successful on- and off-campus recruitment and yield programs;
- Participate in recruitment activities, representing the University and its undergraduate programs at school fairs, professional/trade shows, targeted high schools, and community colleges; delivering presentations to prospective students and/or parents on and off campus; and speaking individually with prospective students and parents;
- Establish and maintain existing relationships with secondary school guidance and college counselors and other organizations relevant to undergraduate student recruitment and marketing;
- Remain conversant with best practices in undergraduate admission and enrollment management and emerging trends and strategies; attend relevant local, regional, and national conferences and professional development meetings;
- Serve on various University committees as appropriate; and,
- Supervise and mentor a talented and experienced undergraduate admission staff, providing support, promoting professional development, inclusion, and a positive work/life balance.

**Desired Qualifications:**

The next Dean of Undergraduate Admission will be a student-focused, data-driven, and highly collaborative leader. The ideal candidate will have an advanced degree and familiarity with the Technolutions Slate CRM, in addition to many of the following professional qualifications and personal characteristics:

- Demonstrated success in setting and achieving strategic enrollment goals, ideally in the context of selective undergraduate admission;
- Exceptional leadership and managerial skills, including experience supporting and developing individual team members in the context of an inclusive, positive, workplace environment;

- Proven ability to collaborate effectively with university constituencies, including senior-level administrators, faculty, staff, students, parents, alumni, business and education leaders, and secondary school guidance and college counseling personnel;
- Demonstrated ability to understand the value of the strategic use of technology and analytics in undergraduate admission, recruitment, marketing, financial aid, and overall enrollment management;
- Understanding of the current and future demographic and market demand trends impacting student recruitment;
- Excellent verbal and written communication skills; strong customer service, presentation, management, problem solving, analytical, budget management, and business skills;
- Understanding of, appreciation for, and commitment to Loyola's Jesuit, Catholic educational mission and values, including the promotion of diversity, equity, and inclusion.

### **Contact**

For best consideration, please send all nominations, inquiries, and expressions of interest in confidence electronically to:

**Sue May, Partner**  
**Pharen Bowman-Crooks, Associate**  
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*Loyola University Maryland welcomes applications from all backgrounds who can contribute to its educational mission. Loyola is an Equal Employment Opportunity Employer and welcomes applications from underrepresented groups, regardless of religious affiliations.*