
CAL POLY POMONA

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA SENIOR ASSOCIATE VICE PRESIDENT FOR ENROLLMENT MANAGEMENT AND SERVICES

THE UNIVERSITY

Cal Poly Pomona is one of two polytechnic universities in the 23-campus California State University (CSU) system, and one of only a few such institutions nationally. Located 30 miles east of Los Angeles, the university is in one of the most dynamic economic and cultural regions of the country. The University is noted for its scenic and historic 1,700 -acre campus, once the winter ranch of cereal magnate W.K. Kellogg, located within an hour's drive of beaches, mountains, and desert. The University's 25,000 ethnically diverse students are enrolled in 52 baccalaureate and 31 master's degree programs, 30 credential and certificate programs, and a doctorate in Educational Leadership. Approximately 1,200 faculty members are actively engaged in innovative teaching, research and creative activities. For additional information about the University, please visit our website at <http://www.cpp.edu>.

THE DIVISION AND THE POSITION

Enrollment Management and Services ("EM&S") advances the University's mission, as defined by the University Strategic Plan and Academic Master Plan, and achieves enrollment goals through the delivery of quality services and programs for prospective and matriculated students. The administrative offices that report to this position are: Admissions and Enrollment Planning; Outreach, Recruitment and Educational Partnerships; Financial Aid and Scholarships; and the Registrar's Office.

The Senior Associate Vice President for Enrollment Management and Services reports to the Provost and Vice President for Academic Affairs and provides leadership for the development, implementation, communication, and ongoing assessment of a comprehensive and strategic approach to enrollment services. In consultation and collaboration with key campus constituents, EM&S develops annual and multi-year campus FTES and revenue targets, enrollment goals, policies, and strategies.

As part of the Division of Academic Affairs senior leadership team, the Senior Associate Vice President for Enrollment Management and Services will actively collaborate and consult with leadership across the division, university, and the external communities to ensure that the University achieves enrollment goals. The Senior Associate Vice President provides oversight, vision, and direction to the offices within EM&S.

Guided by the University Strategic Plan, Academic Master Plan, and available campus resources, the Senior Associate Vice President for EM&S provides administrative oversight, leadership, and data-informed direction for a comprehensive enrollment planning and management model to achieve optimum enrollment profile and revenue targets.

The Senior Associate Vice President provides leadership, vision, strategic direction, management, and assessment of multiple, complex, and interdependent enrollment programs and services in the unit. As the administrator of complex and highly regulated departments, the Senior Associate Vice President is responsible for planning for and ensuring that fiscal, human, and technological resources are effectively managed to provide quality services and programs that are welcoming and responsive to the needs of a diverse student body. Moreover, the Senior Associate Vice President ensures that EM&S is responsive to the needs of colleges and departments within the Division of Academic Affairs.

The Senior Associate Vice President ensures compliance with federal, state, CSU system, and university policies, regulations, and mandates for all departments within EM&S. The Senior Associate Vice President leads technology initiatives to increase productivity and efficiency and to expand data analysis to inform strategic decision-making as well as to remove institutional impediments to student success.

The Senior Associate Vice President actively participates in divisional and university-wide policy development, planning, and management efforts.

EM&S strives for excellence through a student-centered and service-oriented philosophy. The Enrollment Management and Services departments have adopted the values of student-centeredness, quality, richness of diversity, integrity, interconnectedness, and a commitment to responsive services. Every employee within EM&S is responsible for the promotion of these values. In performing the duties assigned to this position, the Senior Associate Vice President is expected to consistently demonstrate attitudes and behaviors that are aligned with these core values.

DUTIES AND RESPONSIBILITIES

Leadership, Management, and Administration of Programs and Operations within Enrollment Management and Services:

- Lead and oversee the Offices of Admissions and Enrollment Planning; Outreach, Recruitment and Educational Partnerships; Financial Aid and Scholarships; and the Registrar's Office. Provide vision and direction to managers to develop, implement, revise, and assess quality enrollment-related programs and services to achieve the enrollment and student success goals of the campus. Manage the integration and cohesiveness of services provided through the EM&S offices.
- Oversee the development and implementation of policies and procedures to support and achieve the University's enrollment goals. Recruit and retain a diverse student body and provide access to students within the communities served by the University. Ensure the effective coordination of EM&S activities with campus-wide initiatives and partnerships with other campus constituents. Oversee the development and implementation of a comprehensive communication plan for prospective and current students.
- Identify institutional impediments to student success through business process review and feedback from students and the campus community. Implement modifications to eliminate institutional impediments. Evaluate results, and make adjustments as needed.
- Oversee administrative, human resources, and budget activities for all assigned departments. Recruit, hire, evaluate, and provide professional development opportunities to all staff. Manage an annual budget averaging over five million dollars. Ensure that all transactions are

compliant with federal, state, CSU system, and institutional regulations, policies, and processes and adhere to collective bargaining agreements.

- Oversee the development and monitoring of operational budgets. Provide fiscal accountability and effective fund management. Prepare and present operating and summary results, assessment and audit reports, and program reviews. Seek and obtain external sources of funding for programmatic and operational needs.

Enrollment Management and Planning:

- In consultation with key campus constituents, develop and implement a comprehensive enrollment plan with targets and strategies to meet specific enrollment goals that support the academic master plan. Ensure current enrollment management theory, trends, data analytics, and practices are in place and updated regularly.
- Develop, recommend, and monitor enrollment targets, policy, and process changes, and provide regular communication to the executive leadership of the campus. Adhere to changing CSU enrollment policy and process mandates, and maintain a positive line of communication with campus constituents. Develop and provide timely and comprehensive analytical reports to the campus for planning and assessment. Oversee coordination of enrollment services and initiatives with the individual enrollment goals/plans for the academic colleges and departments.
- Set and achieve measurable enrollment goals and strategies through collaborative collection, evaluation, and communication of data and analysis supporting the strategic plan and academic mission of the University. Lead the development of a flexible, multi-year enrollment model plan which projects and monitors enrollment, and accommodates changes in targets or other variables over time. Lead the cross-divisional Enrollment Planning Group.

Other:

- Actively participate as a member of the Provost's leadership team, which includes the Deans and AVPs in the Provost Office. Participate in strategic planning, goal setting, and the creation of strategic initiatives for the division.
- Serve as ambassador for the University with external constituents in order to build and maintain a positive University image. Serve as the University's representative in enrollment issues to the Chancellor's Office and statewide CSU network; participate in professional development activities.
- Actively contribute to meetings focused on division operations, strategic direction and professional development.
- Lead evaluation and assessment initiatives for enrollment management and services departments.
- Participate in team building, professional development, and staff appreciation activities planned throughout the year.

QUALIFICATIONS

Required Qualifications

- Master's degree from an accredited institution.
- A minimum of six years of progressively responsible leadership in enrollment management. Broad and extensive experience and ability to successfully lead and manage a complex enrollment management unit, including overseeing and managing a large staff of professionals and complex budgets.

- Demonstrated ability to work collaboratively with all university constituencies, including experience partnering with Student Affairs in support of student success efforts and initiatives.
- Demonstrated knowledge of the principles, practices, and procedures of enrollment services; including data analysis, use of technology, and best practices.
- Experience with the development of dashboards and other analytics to plan and monitor enrollment, revenue, and student success trends.
- Extensive expertise using a strategic and analytically sophisticated approach to model and manage a multi-year enrollment strategy for the university that takes into account needs and opportunities at campus, college, department, and program levels.
- Extensive leadership experience developing and implementing a strategic plan for enrollment that uses data and rigorous analysis to establish measureable objectives and goals.
- Extensive leadership experience in promoting the importance of enrolling, retaining, and graduating a talented and diverse student body.
- Understanding of and commitment to access and diversity and the mission of the California State University system.
- Demonstrated ability to develop and lead student-centered programs and campus initiatives, including continuous improvement of programs and services through ongoing assessment.
- Demonstrated experience developing and supporting an enrollment management staff that is student-centered, results-oriented, and achieves operational excellence.
- Demonstrated experience in effective utilization and development of human, fiscal, and technological resources in the delivery of services.
- Outstanding communication skills.

Preferred Qualifications

- An advanced degree.
- An innovative, forward-thinking, and collaborative leadership style.
- Demonstrated effectiveness in supervising and managing professional staff and building and leading high-performing teams.
- Proficiency in PeopleSoft and Microsoft Office products.
- Comprehensive knowledge of enrollment issues, trends, policies, processes, and functions.
- Service orientation and experience with and commitment to technology-mediated approaches to serving students.
- Experience working in a complex organizational environment, including multi-campus environments.

CONDITIONS OF EMPLOYMENT

- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment. <http://www.calstate.edu/eo/EO-1083.html>.
- A background check must satisfactorily be completed before a candidate can be offered this position. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for this position. The background check consists of the following: Employment and education verifications, reference checks, and checks of the following systems and databases:

National Social Security Number/Address Locator, Felony/Misdemeanor, National Criminal Database, Federal Criminal, Department of Motor Vehicles, Credit Check, and National Sex Offender Registry.

NOMINATIONS AND APPLICATIONS

While applications and nominations will be accepted until a new Senior Associate Vice President of EM&S is selected, interested parties are encouraged to send their materials electronically to the address below by November 30, 2017 to assure full consideration.

Application materials should include a current resume, a letter of interest addressing how the applicant meets the qualifications listed above, and contact information for five current references. Please direct all applications, nominations, and inquiries for the position to the contact information below:



Emy Peña, Partner
Storbeck/Pimentel & Associates
6512 Painter Avenue, Whittier, CA 90601
epsearch@storbeckpimentel.com
Electronic submissions are preferred.
Please refer to code "CPP-SAVPEMS" in subject line

For a confidential inquiry contact Ms. Peña at 562-360-1612

APPOINTMENT DATE/SALARY: The University seeks to have the Senior Associate Vice President for Enrollment Management and Services in place on or about March 2018. Salary is commensurate with qualifications and experience. The position includes a very attractive benefits package.

AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER: California State Polytechnic University, Pomona is an Equal Opportunity, Affirmative Action Employer. The university seeks to recruit and retain a diverse workforce as a reflection of our commitment to serve the people of California, to maintain the excellence of the university, and to offer our students richly varied disciplines, perspectives, and ways of knowing. Cal Poly Pomona subscribes to all state and federal regulations and prohibits discrimination based on race, color, religion, national origin, sex, gender identity/gender expression, sexual orientation, marital status, pregnancy, age, disability, genetic information, medical condition, and covered veteran status. The university hires only individuals lawfully authorized to work in the United States. As required by the Clery Disclosure Act, the university's annual security report is available at <http://www.cpp.edu/~police/annual-security-report.shtml>.