



Indiana State University

Vice President for Enrollment, Marketing and Communications **Position Profile**

Indiana State University seeks applications and nominations for an exceptional individual to serve as Vice President for Enrollment, Marketing and Communications. The University has seen historic enrollment levels in recent years and seeks a visionary leader to help the institution continue to move forward under its new strategic plan.

The Role of the Vice President for Enrollment, Marketing, and Communications

The Vice President for Enrollment, Marketing and Communications reports directly to the President of the University, serves as a member of the President's Cabinet and develops strong partnerships with academic deans, faculty, and administrative leaders. The Vice President provides vision and strategic direction for undergraduate admissions, financial aid, student scholarships, and marketing and communications including media relations, communications, marketing, publications, and the university's web and social media presence.

The Vice President for Enrollment, Marketing and Communications is responsible for leading a team of 67 professionals in developing a comprehensive strategic enrollment, marketing and communications plan to drive enrollment growth and enhance the University's reputation. The new Vice President will build upon the enrollment success accomplished during the past eight years to advance the enrollment goals established in the University's new strategic plan "[There's More to Blue](#)" and support goals related to advancing the institution's image among key constituents including prospective students, parents, influencers, alumni, donors, local, state and national officials, the general public and others.

The Vice President will be expected to:

- Coordinate and lead the work of multiple offices in support of institutional enrollment goals and University marketing and communication needs.
- Build on and improve successful marketing and recruitment strategies for first-year, online, transfer, international and graduate students.
- Develop new markets while sustaining and growing primary markets.
- Develop recruitment and admission initiatives to ensure student access and student success.
- Monitor and ensure that institutional financial aid resources meet the needs of both new and continuing students as much as possible while supporting institutional enrollment goals.
- Ensure that all admission, financial aid and marketing operations are conducted in accordance with state and federal regulations and procedures.
- Oversee the development of a comprehensive integrated strategic enrollment, marketing and communications plan that enhances the University's reputation and effectively promotes its admissions, fundraising, and program promotion goals.
- Oversee the University's marketing and communications activities including brand management, publications, media relations, social and other web media including the University's website for both internal and external audiences.

Qualifications and Skills

Required qualifications and skills for the position include:

- A Master's in Higher Education Administration, Student Personnel, Marketing or related field.
- Ten years of progressively responsible and demonstrated success in higher education enrollment management, marketing and communications with at least five years as supervisor of professional staff.
- Demonstrated leadership abilities to guide, lead, support and direct a diverse staff and work with a diverse student body.
- Demonstrated ability to work collaboratively across university divisions to advance a unified recruitment strategy.
- Demonstrated leadership abilities to collaborate with a diverse team of staff and faculty.
- Excellent written and verbal communication skills, including the expertise to make public presentations and speak on behalf of the university.
- Ability to identify data needed to drive decision-making as well as analyze and present data.

Indiana State University

Founded in 1865, Indiana State University is a comprehensive, state-assisted public institution offering degrees through the doctoral level. Indiana State is also classified as an engaged institution by the Carnegie Foundation and has been named to the President's Higher Education Honor Roll for Community Service each year since its creation. The University was ranked first in the nation among national universities for service by the Washington Monthly in 2015 and has been in the top three institutions in the country for the past five years in hours of community service provided by its students. The Princeton Review has recognized Indiana State as one of the "Best in the Midwest" for 13 years in a row, and Forbes Magazine's has listed ISU as one of "America's Top 650 Colleges" for six years in a row.

Indiana State's 150-acre beautifully landscaped campus sits in the heart of downtown Terre Haute and is designated as a Tree Campus USA. Working collaboratively with the City of Terre Haute and private entities, the downtown community has undergone significant revitalization in the past 10 years. An arts corridor has been developed and features a growing collection of public art.

The university offers more than 80 undergraduate majors within the Colleges of Arts and Sciences; Business; Education; Nursing; Health and Human Services; and Technology. More than 90 graduate programs are offered through the College of Graduate and Professional Studies in conjunction with the academic Colleges. Indiana State has one of the most diverse student populations in Indiana. Enrollment has grown by more than 30 percent in the past eight years reaching historic levels in fall 2015 with more than 13,500 students. The majority of students are from Indiana but the University also attracts students from throughout the U.S. and more than 70 countries.

Leadership

President

Daniel J. Bradley became the eleventh president of Indiana State University in July 2008. Prior to coming to Terre Haute, he served as the President of Fairmont State University in West Virginia for seven years. He previously held a variety of positions at Montana Tech of the University of Montana, including vice chancellor for academic affairs and research, dean of engineering and head of the petroleum engineering department.

A veteran of the U.S. Army, President Bradley holds a Ph.D. in physical chemistry from Michigan State University, a master's degree in petroleum engineering from the University of Tulsa, a bachelor's degree in

petroleum engineering from Montana College of Mineral Science and Technology, and a bachelor's degree in biochemistry from Michigan State.

During graduate studies, he spent two years at Oak Ridge National Laboratory performing his research. After graduate school, he was a postdoctoral scholar at the University of California, Berkeley in the Chemistry Department before joining the faculty at Montana Tech.

In fall 2009, President Bradley launched a new strategic plan -- developed by leaders throughout the campus -- entitled "The Pathway to Success." Guided by this aggressive plan, the University has had unprecedented growth in enrollment, has developed new degree programs in high demand fields such as health care, has greatly expanded experiential learning opportunities for students, is nearing completion of a 10-year plan to upgrade student housing, has been named the number one national university in the United States for community service, has successfully concluded its first comprehensive fundraising campaign and has made progress in diversifying its faculty and staff. The University has also served as a catalyst for economic development and the revitalization of downtown Terre Haute and the riverfront. More than \$300 million in major construction projects have been completed during Dr. Bradley's tenure at Indiana State.

In the fall of 2016, a new strategic plan, "There's More to Blue," was launched. Building upon the success achieved by the previous plan, the new plan sets aggressive goals in improving student success, continuing enrollment growth, building career-readiness into the curriculum, ensuring the impact of the university's commitment to community service, creating distinctive programs and experiences, utilizing resources effectively to maintain affordability, increasing revenue streams and attracting and retaining great employees. The plan places an emphasis on building an environment of inclusive excellence.

Nomination and Application Process

The Search Committee will begin reviewing applications immediately and continue to accept applications and nominations until the position is filled. However, in order to ensure the fullest consideration, applicants are encouraged to have complete applications submitted by February 28, 2017. Requested application materials include a letter of interest; resume or curriculum vitae; and the names, telephone numbers, and e-mail addresses of at least five professional references. All applications, nominations, and inquiries will remain confidential. References will not be called until after the first screening of applications and then only after the applicant has given explicit permission. All application materials must be submitted electronically in Microsoft Word or PDF format.

Please direct all applications, nominations, and inquiries for the position to the search firm assisting the University at the contact information below:



executive search consultants

Ryan Crawford, Partner
901 Mopac Expressway South
Barton Oaks Plaza One, Suite 300
Austin, TX 78746
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rcsearch@storbeckpimentel.com

Refer to code "ISU VP EMC" in subject line

Indiana State University is an affirmative action/equal opportunity employer with a strong institutional commitment to the achievement of diversity among its faculty, staff, and students.