



WILLIAM & MARY

CHARTERED 1693

Vice Provost for Enrollment Strategy

Position Description

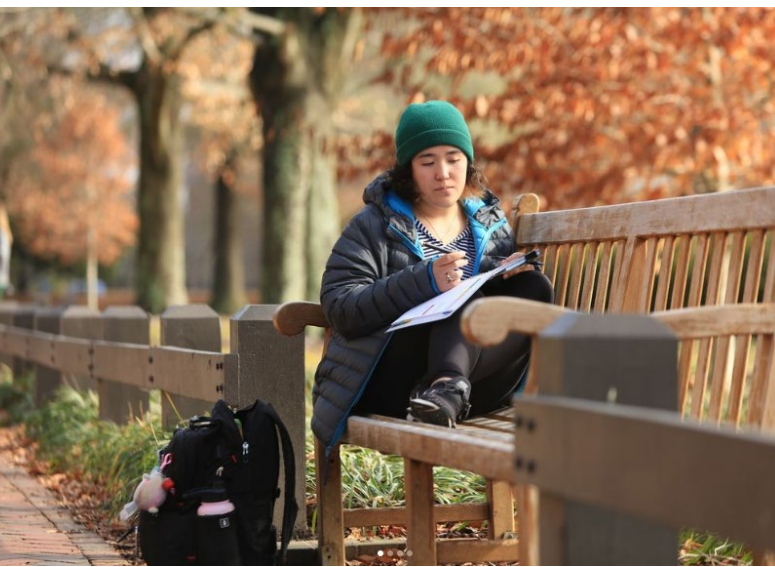
1

The Opportunity

William & Mary seeks a dynamic, forward-thinking leader for the newly created role of **Vice Provost for Enrollment Strategy (VPES)**. Reporting directly to the Provost, this position presents an unparalleled opportunity to define and implement a comprehensive enrollment strategy that supports the university's mission of academic excellence, diversity, and long-term sustainability.

The VPES will oversee a unified enrollment strategy encompassing admissions, financial aid, and registrar functions, with a focus on expanding student access, optimizing financial aid, and leveraging data analytics to attract and retain exceptional students. The VPES must provide leadership to drive the full student lifecycle from recruitment through to retention, graduation, and engagement in graduate programs, ensuring alignment with academic priorities and institutional growth plans.

A central responsibility of this role is to build upon William & Mary's strong foundations by amplifying the strategic capabilities of the admissions, financial aid, and registrar offices. This includes utilizing enrollment data to identify trends, guide decision-making, and strengthen both recruitment and retention efforts. The VPES will lead initiatives to highlight areas of competitive advantage while exploring new pathways to enhance undergraduate-to-graduate enrollment. Additionally, the VPES will play a critical role in fostering collaboration with the Chief Marketing Officer, the EVP for Finance & Administration, and academic leadership to ensure that enrollment strategies align with institutional goals and external obligations.



Duties and Responsibilities

Strategic Enrollment Leadership:

- Develop and implement a comprehensive enrollment management strategy that prioritizes both undergraduate and graduate enrollment goals, including retention, graduation rates, and the development of enrollment pipelines into graduate programs.
- Lead the alignment of enrollment strategy with institutional objectives related to student success, tuition revenue, academic program growth..
- Identify and address strategic gaps in enrollment services created by recent leadership transitions, ensuring continuity and innovation.

Enrollment Oversight and Innovation:

- Oversee and innovate enrollment strategies to attract and retain students from diverse backgrounds, ensuring accessibility and inclusivity across all academic programs.
- Identify opportunities to expand pathways and offerings that meet the needs of traditional, non-traditional, and graduate students, supporting flexible and interdisciplinary enrollment options.

Financial Aid Optimization:

- Elevate the role of financial aid within enrollment strategy, leveraging data to optimize need-based and merit-based aid programs that increase access, diversify enrollment, and strengthen tuition revenue.
- Collaborate with the Executive Vice President for Finance & Administration to align financial aid policies with budget planning and state obligations, ensuring that financial aid initiatives support institutional affordability and competitiveness.

Collaboration and Partnerships:

- Partner with deans, department chairs, and academic services to align enrollment projections and academic offerings, highlighting areas of competitive advantage.
- Lead efforts to reestablish and strengthen the cross-campus Enrollment Projections Working Group to support effective planning for advising, housing, and resource allocation.
- Collaborate with William & Mary's graduate programs to explore undergraduate-to-graduate pathways that respond to market demand and offset early graduation trends.

Retention and Student Success:

- Lead initiatives to analyze and improve first-year retention and six-year graduation rates through cross-departmental partnerships and innovative strategies.
- Explore innovative strategies to maximize current student enrollment, including dual-degree programs and initiatives that support timely but flexible degree completion.

Data-Informed Decision-Making:

- Utilize data analytics to inform and refine enrollment strategies, ensuring transparency and accountability in reporting.
- Regularly assess recruitment, retention, and graduation metrics to provide insights and drive continuous improvement.

Qualifications

The successful candidate will be an entrepreneurial, innovative visionary with the following qualifications:

- A master's degree (a doctoral degree in a related field is preferred) or significant relevant experience in lieu of an advanced degree.
- Demonstrated experience leading comprehensive enrollment management functions, including admissions, financial aid, and registrar operations.
- Expertise in financial aid optimization strategies that balance affordability, accessibility, and tuition revenue.
- Strong ability to foster collaboration across academic, administrative, and financial units to achieve shared enrollment goals.
- Data-driven decision-making skills with a focus on strategic analysis and long-term planning.
- Commitment to diversity, equity, and inclusion, with experience developing enrollment strategies that enhance socioeconomic, geographic, and academic diversity.
- Proven ability to lead and innovate within a complex organizational structure.





About William & Mary

William & Mary--located in Williamsburg, Virginia--is the second-oldest institution of higher learning in America. While original plans date back to 1618, William & Mary was officially chartered in 1693. On February 8, 1693, King William III and Queen Mary II of England signed the charter for a "perpetual College of Divinity, Philosophy, Languages, and other good Arts and Sciences" to be established in the Virginia Colony as "The College of William and Mary in Virginia."

Workers began construction on the Sir Christopher Wren Building, then known simply as the College Building in 1695, before the town of Williamsburg even existed. Over the next two centuries, the Wren Building would burn on three separate occasions, each time being rebuilt inside the original walls. That makes the Wren the oldest college building still standing in America, and possibly the most flammable.

William & Mary has been called the Alma Mater of the Nation because of its close ties to America's founding fathers. A 17-year-old George Washington received his surveyor's license through W&M and would return as its first American chancellor. Thomas Jefferson received his undergraduate education here, as did presidents John Tyler and James Monroe. W&M is famous for its firsts: the first U.S. institution with a Royal Charter, the first Greek-letter society (Phi Beta Kappa, founded in 1776), the first student honor code, the first college to become a university and the first law school in America. William & Mary became a state-supported school in 1906 and went coed in 1918. In 1928, John D. Rockefeller, Jr. chose the Wren Building as the first to be returned to its 18th-century appearance as part of the iconic Colonial Williamsburg restoration.

For more information about William & Mary, please visit: <https://www.wm.edu/>

Top **10**

BEST SCHOOLS FOR
INTERNSHIPS

The Princeton Review (2024)

1

STUDY ABROAD
PARTICIPATION

*Inst. of International Education
(2023)*

13

BEST VALUE PUBLIC COLLEGE

The Princeton Review (2023)

23

BEST PUBLIC UNIVERSITY

U.S. News & World Report (2025)

William & Mary, a preeminent public research university, is widely recognized for its outstanding academic reputation, beautiful campus, and vibrant community. William & Mary is an academic powerhouse. Our undergraduate, graduate, and online students know they will work hard, and that their uncommon efforts will be personally, academically, and professionally rewarding. Our faculty members are recognized leaders in their fields and passionately engaged educators. They understand that first-hand knowledge, original research, and a first-person cross-cultural perspective have the power to turn an ordinary class into an unforgettable experience. Academic life at William & Mary takes place across six schools: Arts & Sciences, Raymond A. Mason School of Business, Law, Education, Batten School of Coastal & Marine Sciences & VIMS, and Computing, Data Sciences & Physics, and dozens of academic departments.

Read more about William & Mary's strategic plan here:

<https://www.wm.edu/about/administration/strategicplanning/vision2026/>



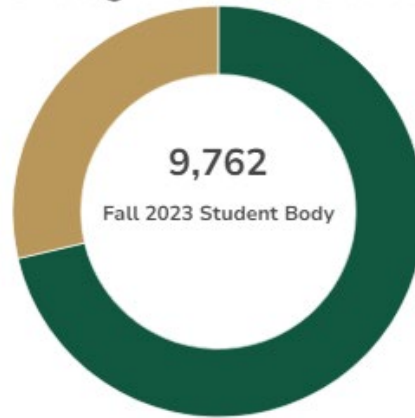
Students



From 49 states, D.C., Puerto Rico, the U.S. Virgin Islands and more than 70 foreign countries

33% of students identify as people of color

● Undergraduate ● Graduate

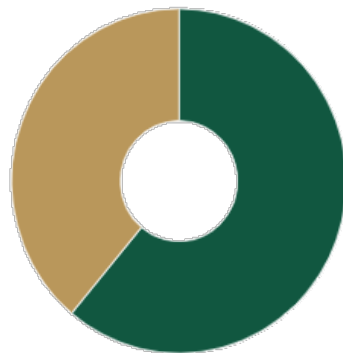


● In-State ● Out-of-State



Meet our newest class and learn more about their impressive accomplishments.

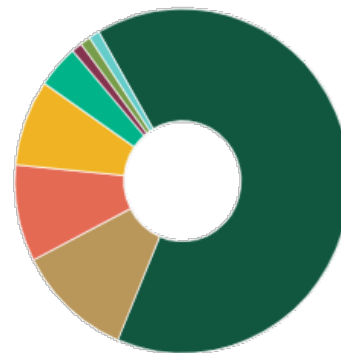
Virginia Residents



● Virginia Residents ● Non-Virginia Residents

Race/Ethnicity

32% identify as students of color.



● White ● Asian ● Hispanic/Latino
● Multi-racial ● African American/Black
● Unknown ● Pacific Islander
● American Indian/Alaskan Native

Women
60%

Men
40%

First-Generation
10%



About Williamsburg, VA

Located on the Virginia Peninsula between the York and James Rivers, the Historic Triangle is formed by the early American historical sites of [Colonial Williamsburg](#), [Jamestown](#) and [Yorktown](#). The capital of Virginia in 1698, downtown Williamsburg is centered around Duke of Gloucester Street (DoG Street, to locals), which connects William & Mary to Colonial Williamsburg and forms an ideal corridor for student joggers.

Located about 150 miles south of Washington, D.C., and midway between Richmond and Norfolk on Interstate 64, Williamsburg is perhaps best known for [Colonial Williamsburg](#), this lively town is also home to [Busch Gardens](#), [Water Country USA](#) and [Jamestown Settlement](#). Just an hour to the east, you can take a dip at the [Virginia Beach](#) oceanfront or drive an hour west to explore downtown [Richmond's](#) historic charm. Washington, D.C. and the mountains of [Shenandoah National Park](#) are also popular road trips for whatever your interests may be.

Across the street from campus, [Merchants Square](#) and nearby Prince George Street offer dozens of coffee shops, cafes and restaurants. W&M favorites include Amber Ox Public House, Aromas, Blue Talon Bistro, The Cheese Shop and Precarious Beer Project.



3

Nomination and Application Process

How to Apply

Jeremy Duff and Lois Stetson with Greenwood Asher & Associates are assisting William & Mary on this search. Applications and nominations are now being accepted. Application materials should include:

- A letter of interest that clearly states the applicant's qualifications for the position; and
- A current résumé/curriculum vitae

We strongly encourage submitting application materials as separate PDF attachments. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

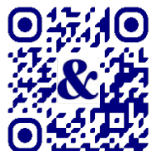
All application materials should be submitted through the Greenwood Asher & Associates e-mail at: loisstetson@greenwoodsearch.com. **For best consideration, please submit materials by February 24th, 2025.**

Nominations, inquiries, and questions regarding the application process should be directed to:



Scan me!

Jeremy Duff
Vice President of Executive Search
850.869.9986
jeremyduff@greenwoodsearch.com



Scan me!

Lois Stetson
Senior Executive Search Consultant
(850)-598-3303
loisstetson@greenwoodsearch.com

LEARN MORE ABOUT WILLIAM & MARY:

 wm.edu

 facebook.com/williamandmary

 [@williamandmary](https://twitter.com/williamandmary)

 [@william_and_mary](https://www.instagram.com/william_and_mary)

 [William and Mary](https://www.linkedin.com/company/williamandmary)

 [@williamandmary](https://www.linkedin.com/company/williamandmary)

Greenwood Asher & Associates®

Greenwood Asher & Associates

42 Business Centre Drive, Suite 206

Miramar Beach, Florida 32550

850-650-2277

greenwoodsearch.com

William & Mary values diversity and invites applications from underrepresented groups that will enrich the research, teaching, and service missions of the university. The university is an Equal Opportunity/ Affirmative Action employer and encourages applications from women, minorities, protected veterans, and individuals with disabilities.