



## Vice President for Enrollment Management Position Description



# The Opportunity

Being a Mountaineer means joining a community. A family. Those who wear gold and blue share a bond, unbroken by time or distance. Mountaineer roots run deep. That's why we say, "Once a Mountaineer, always a Mountaineer." West Virginia University is excited to embark on the search for our next Vice President for Enrollment Management— an inspirational and strategic leader who will attract and shape the future Mountaineer family.

We expect to find a strong, passionate leader ready to embrace our Mountaineer spirit and demonstrate an unwavering dedication to fulfill our land-grant mission of bringing life-changing education, healthcare and prosperity to all West Virginians.

The Vice President for Enrollment Management at West Virginia University provides senior-level oversight for the strategic vision to identify, attract, admit and matriculate students. As a senior administrator, the VP will have direct managerial responsibility and oversight for the Office of Admissions, Student Recruitment, HUB and Student Financial Services. This position will develop relationships and collaborate with other leaders, faculty, staff, and students to ensure integration of operational and strategic enrollment management initiatives across campus.



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## Duties and Responsibilities

- Lead the Division of Enrollment Management in alignment with the University's mission, vision and strategic goals.
- Cultivate collaborative relationships with University colleagues and external constituencies to ensure consistent strategic enrollment management success.
- Develop and execute strategic and operational enrollment management plans that meet or exceed strategic goals while ensuring cohesion across the enrollment management continuum from precollege programs through admissions, yield and graduation.
- Develop enrollment strategies and operational plans informed by data and analytics, feedback from working collaboratively with colleges and their deans and recruitment teams, the Budget Office, Provost's Office, Student Life and Strategic Communications and Marketing.
- Partner with the Budget Office to develop multi-year net tuition projections and to strategize regarding tuition and fee rates to maintain competitive advantage while communicating the value of education to prospective students and their parents, understanding the complexities of resident and non-resident financial aid options.
- Regularly review progress toward the goals of the strategic enrollment management plan, ensuring that the division's human and financial resources are deployed effectively and efficiently to achieve tactical and operational goals.



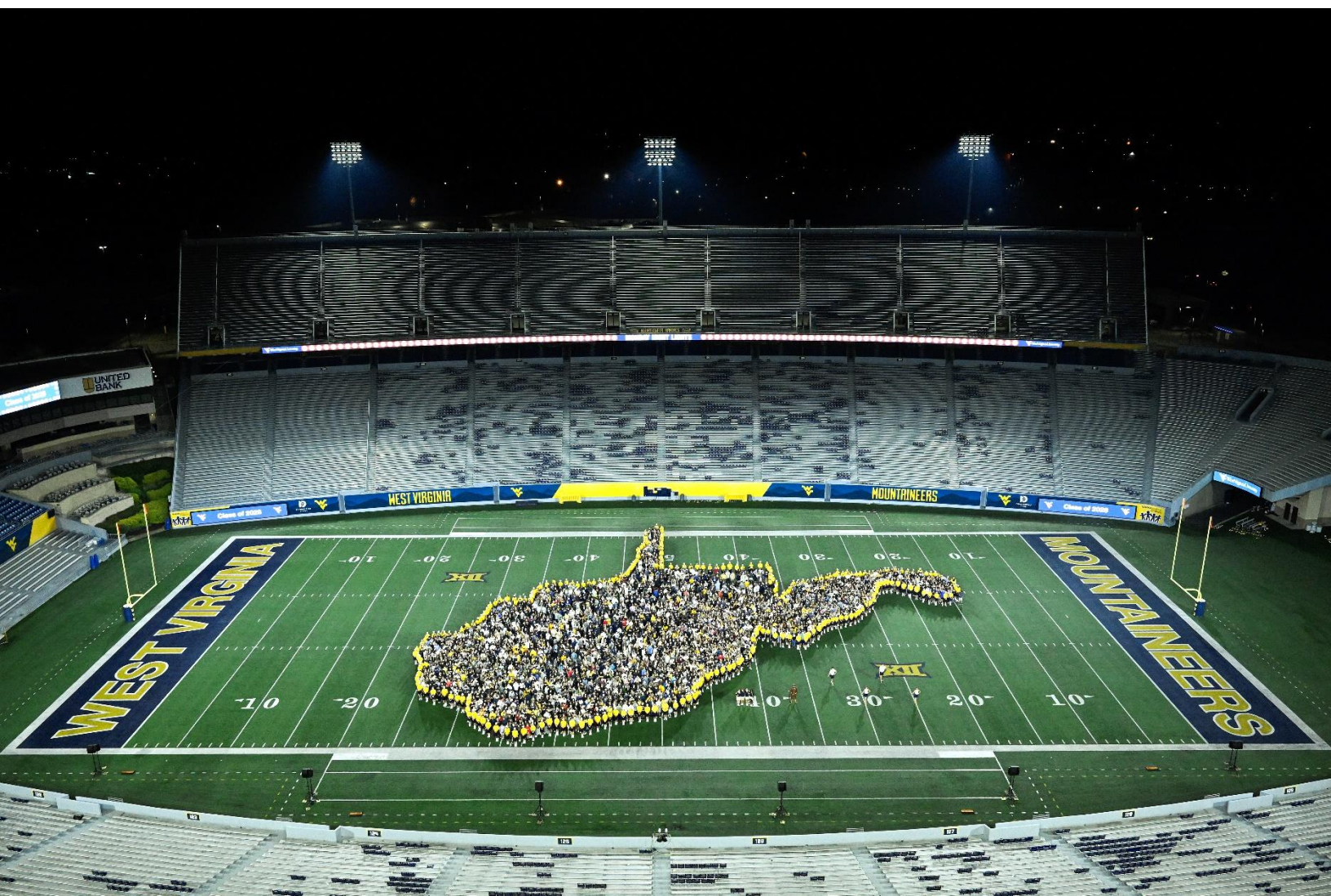
- Analyze, evaluate, and report data in collaboration with the Office of Institutional Reporting related to the enrollment management plan and initiatives, and adjust strategies based on that analysis; recommend resource allocation strategies to achieve goals.
- Exhibit responsiveness, flexibility, and creativity to ensure the University meets or exceeds enrollment goals given the dynamic and competitive enrollment environment, utilizing resources effectively and efficiently to achieve the optimal balance between ongoing goals of increasing quality of our students while maximizing net revenue.
- Collaborate with the Provost's Office, Student Life, Health Sciences and the colleges on undergraduate student success initiatives that promote retention and graduation, and to develop successful pipeline programs that enable the university to reach its strategic goals.
- Develop and manage student financial assistance programs that address the University's enrollment priorities, from admission through retention and graduation; work with Development and Alumni Relations to create scholarship programs that will be supported by fundraising to help meet strategic enrollment management goals.
- Collaborate with the Offices of Strategic Communications and Marketing, Government Relations, WVU Online, as well as the College deans and enrollment teams and regional campuses, to create and disseminate a clear and compelling message to prospective students and their parents as well as other key constituencies regarding the value proposition of an education from West Virginia University; work in partnership with the VP of Strategic Communications and Marketing to strengthen the marketing activities of the Enrollment Management division, and to ensure consistency of brand and timeliness of campaigns; effectively balance communications with prospective students to increase yield and minimize marketing fatigue and costs.
- Continue to help refine and automate access and affordability data to be responsive to internal and external constituents' need for recurring and ad hoc reports.
- Effectively manage a team of recruiters, charging them with clear goals and expectations for performance as well as an expectation for collaboration with college recruiters.
- Engage faculty, staff, senior leadership, alumni and students in the recruitment process, galvanizing the many constituencies of the University to join in helping realize enrollment goals.



- Work to ensure seamless, customer-centered handling of issues that arise with regard to admissions, HUB, financial aid, and student success balancing high touch with technological solutions as appropriate.
- Continually assess and revise the organization, systems, processes, and procedures of the division of Enrollment Management to improve efficiency and effectiveness, evaluating peer strategies to remain competitive.
- Ensure effective management of budget, personnel, technology, and workflow for the division to optimize positive and productive engagement with students, faculty, staff and central administration consistent with realization of all enrollment and student success goals.

## Qualifications

- Master's degree required; doctoral degree preferred.
- Minimum 10 years of progressive leadership experience in enrollment management to include admissions and/or financial aid.





# Knowledge, Skills, and Abilities

- Extensive knowledge of strategic enrollment management theory and practice with demonstrated success in leveraging analytics to increase enrollment, maximizing net tuition revenue while increasing quality.
- Exceptional interpersonal skills and the ability to interact and work effectively with administrators, academic leadership, faculty, students, alumni, donors, community leaders, elected and appointed public officials, and members of the community at large.
- Successful candidate will be a recognized leader in enrollment management, as demonstrated by membership in key organizations, presentations at key conferences.
- Demonstrated success with contemporary marketing and outreach principles, strategies, and techniques, enrollment management software and systems, as well as external sources.
- Skill in program planning, examining, and re-engineering operations and procedures, formulating policy, and developing and implementing new strategies and procedures at an institution of higher education.
- Advanced analytical, evaluative, and objective critical thinking skills.
- Ability to analyze complex problems, interpret operational needs, and develop integrated, creative solutions.
- Demonstrated success in building, developing, and maintaining an effective enrollment management team. Mentorship, employee development, and performance management skills.
- Advanced verbal and written communication skills and the ability to present effectively to small and large groups.
- Demonstrated management of financial aid and operational resources within budget.



# About West Virginia University

# Mission

As a land-grant institution, the faculty, staff and students at West Virginia University commit to creating a diverse and inclusive culture that advances education, healthcare and prosperity for all by providing access and opportunity; by advancing high-impact research; and by leading transformation in West Virginia and the world through local, state and global engagement.

# Vision

As One West Virginia University, we are purposeful in our studies and our work so that we can partner with our communities — both near and far — to bring needed and valued solutions to real-life problems within the pillars of education, healthcare and prosperity.

# Values

- › **SERVICE** We seek opportunities to serve others and are committed to providing the highest quality of service.
- › **CURIOSITY** We ask questions, seek new opportunities and change through innovation.
- › **RESPECT** We are respectful, transparent and inclusive with each other.
- › **ACCOUNTABILITY** We perform at our very best every day to create a University that is responsive, efficient and effective.
- › **APPRECIATION** We support and value each other's contributions as we build a community that is One WVU.

## Quick Facts

- **R1 Institution** Highest research ranking possible from the American Council on Education and the Carnegie Foundation for the Advancement of Teaching.
- **Accreditation** WVU is [accredited](#) by the [Higher Learning Commission](#). Many WVU programs hold specialized accreditation.
- **Governance** The [WVU Board of Governors](#) is the governing body of WVU. The Higher Education Policy Commission in West Virginia is responsible for developing, establishing and overseeing the implementation of a public policy agenda for the state's four-year colleges and universities. [Michael T. Benson](#) is WVU's 27th president.
- **300+ Majors** Total Bachelor's, Master's, PhD and Professional across 12 colleges and schools
- **170+ Undergraduate Majors Systemwide**
- **WVU Online** offers 13 undergraduate majors, as well as 32 master's, 2 doctoral and 2 associate degrees. Plus, 32 certificate programs.





# This is WVU

WVU is **one of only about a dozen** U.S. schools classified as a land-grant, doctoral research university with a comprehensive health sciences center.

WVU is **one of only five flagship, R1, land-grant, community-engaged universities in the nation and one of 146 R1** (highest research activity).

WVU is **accredited by the Higher Learning Commission**. Many degree programs hold specialized accreditation.

**WVU is a space-grant university**, part of a network formed for outer-space related research.

According to College Scorecard, WVU graduates earn **\$10,000 more** than other college graduates 10 years after graduation — **32% more than other college graduates**.

Cost of a WVU degree compared to an average 4-year school is **29% LESS** (nationally).

In May 2024, **43%** of WVU System graduates earning bachelor's degrees had **zero federal student loan debt**.

We're the **best 4-year college in West Virginia** for future earnings (College Scorecard).

WVU ranks in the **top 2.4% of worldwide universities**, according to the Center for World University Rankings.

## WVU SYSTEM DISBURSED

**\$432,000,000+**

IN FINANCIAL AID

(\$167,000,000+ IN SCHOLARSHIPS 2023–

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## WVU MORGANTOWN DISBURSED

**\$385,000,000+**

IN FINANCIAL AID TO 18,661 RECIPIENTS

The **WVU System** has **4,246 Promise Scholars** (2024–25) awarded a total in excess of **\$22 million in funding**. The current freshman class at Morgantown includes **1,106 Promise recipients**. Yearly, the **WVU System** educates about half of all West Virginia Promise recipients.

# WVU System

The [WVU System](#) is a family of distinctive campuses united by a single mission. From the groundbreaking research of our flagship in Morgantown (ranked R1, the highest research category institution) to the student-centered focus of WVU Potomac State College in Keyser to the technology-intensive programs at WVU Institute of Technology in Beckley — we are leveraging our talents and resources to create a better future for West Virginia and the world.



The [WVU Institute of Technology](#) in Beckley offers more than 30 programs of study, including six ABET accredited engineering and computer science programs.

[WVU Potomac State College](#) in Keyser is one of the nation's most affordable four-year colleges, as ranked by the U.S. Department of Education. Offering more than 60 majors, this campus combines the personal attention of a small college with the benefits of a major university.

The WVU System also includes Health Sciences campuses in Charleston and Martinsburg, as well as seven farms and five forests throughout the state and [WVU Jackson's Mill State 4-H Camp](#). The WVU System includes 518 buildings on 15,880 acres. The Morgantown campus has 245 buildings (11 on the National Register of Historic Places) on 1,892 acres.

The [WVU Morgantown campus](#) is in a town named "#1 Best Small City in the East" by Guide to Life in America's Small Cities for its exceptional quality of life. [Morgantown](#), population 30,855, was also among Livability's top 10 best places to raise a family and is within easy traveling distance of Washington, D.C., to the east; Pittsburgh, Pa., to the north; and Cleveland and Columbus, Ohio, to the northwest. Other rankings: Southern Living included Morgantown as one of the South's best small towns; one of the "Top 15 College Football Towns in the Country" by Bleacher Report.



# Enrollment Management

As we recruit future Mountaineers, we focus on how we're a big university with the heart of a small school, where every student can find the support and attention they need — from guides to mentors to success coaches.

Systemwide (as of September 2024), WVU welcomed **4,700+** First-Time Freshmen; **14,700+** Sophomore, Junior and Senior Undergraduates; **5,300+** Professional and Graduate Students; and a total enrollment of **24,700+**.

The Morgantown Campus 2025 Incoming Class included:

- › We have the largest incoming class of Freshman ever to The Honors College
- › Improvement in transfers
- › First-Year retention rate improved to 83.25%
- › Enrolled students from all 55 counties in West Virginia
- › Top enrolling states in order: WV, PA, MD, OH, NJ VA
- › 10 National Merit Scholarship Recipients,
- › 52% with a 3.8+ High School GPA
- › Larger representation of First-Generation Students
- › Equivalent to last year in gender distribution with slightly more females than males
- › More diverse than the class of 2023

## Recruitment Priorities for 2025

1.  
West Virginia, particularly focused on Southern West Virginia
2.  
Re-invest in international opportunities
3.  
New domestic markets – New York, Kentucky, Michigan, West Coast
4.  
Active Military, Veterans and their Dependents



# Nomination & Application Process



# Compensation

Salary will be competitive and commensurate with qualifications and experience.

# Contact GA&A

Greenwood Asher & Associates is assisting WVU in this search. Applications and nominations are now being accepted. Inquires and nominations should be directed towards Julie Holley and Lauren McCaghren with Greenwood Asher & Associates.

Julie Holley

[julieholley@greenwoodsearch.com](mailto:julieholley@greenwoodsearch.com)

850-687-5104

Lauren McCaghren

[laurenmcaghren@greenwoodsearch.com](mailto:laurenmcaghren@greenwoodsearch.com)

850-797-0246

# How to Apply

Application materials should include:

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

For a full application package, please submit a cover letter and CV to

[WVUENROLLMENT@GREENWOODSEARCH.COM](mailto:WVUENROLLMENT@GREENWOODSEARCH.COM).

Submission of application materials as PDF attachments is strongly encouraged. 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.



**Greenwood Asher & Associates**

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West Virginia University is an Equal Opportunity Employer. We invite all qualified applicants regardless of race, color, religion, sex, national origin, age, disability, genetic information, or Veteran status.