Vice Chancellor for Enrollment Management and Student Success
The University of Arkansas at Pine Bluff, a state land-grant institution with a historically black colleges and universities (HBCU) heritage, has launched a national search for the Vice Chancellor for Enrollment Management and Student Success. The University of Arkansas at Pine Bluff (UAPB) serves more than 2,600 students from more than 42 states and 16 countries. Offering undergraduate and graduate degree programs, UAPB is ranked #45 in Regional Colleges in the South and tied for #7 in Top Public Schools in U.S. New and World Report’s 2019 edition of Best Colleges. Applications and nominations are being accepted.

Position: Vice Chancellor for Enrollment Management and Student Success
Type: Full-Time: Exempt
Posted: February 25, 2019

The University of Arkansas at Pine Bluff (www.UAPB.edu) is accepting applications for the position of Vice Chancellor for Enrollment Management and Student Success. Appointed by and reporting to the Chancellor, the VC for EM&SS serves as a member of the Executive Cabinet and is responsible for the strategic leadership of the EM&SS Division.

University of Arkansas at Pine Bluff

Mission Statement

The University of Arkansas at Pine Bluff is a public comprehensive HBCU 1890 Land-Grant Institution. The University embraces its land-grant mission of providing cutting edge research, teaching, outreach, and service programs that respond to the social and economic needs of the state and region. Its mission is to promote and sustain excellent academic programs that integrate quality instruction, research, and student learning experiences responsive to the needs of a racially, culturally, and economically diverse student population. Ultimately, the University is dedicated to providing access and opportunity to academically deserving students and producing graduates who are equipped to excel through their contributions and leadership in a 21st century national and global community.

Approved by the Higher Learning Commission
December 2015
University of Arkansas at Pine Bluff

Founded in 1873, the University of Arkansas at Pine Bluff is the second oldest public institution of higher education in Arkansas and one of two with a land-grant mission. UAPB is the state’s only public historically black college or university.

UAPB offers one Ph.D. degree, nine master’s degrees, and 30 baccalaureate degree programs through five schools and colleges: the School of Education; the School of Arts and Sciences; the School of Business and Management; the School of Agriculture, Fisheries, and Human Sciences; and the University College. Three non-degree programs and divisions complete the University’s academic structure: The Carolyn F. Blakely Honors College, Graduate and Continuing Education, and Military Science.

Since inception, the University has grown in stature as a center for teaching, research and public service and outreach. The University is accredited by the Higher Learning Commission.

UAPB has a tremendous legacy and history, and an even brighter future. The institution has a proud history of serving a diverse student body. Including many first-generation students. A new campus master plan has been developed and features numerous enhancement and upgrade projects as well as a number of key new facility opportunities. Priority facilities for the near term include new residence halls, a new student center/wellness center, new nanoscience and biotechnology research space, and new athletic facilities for track and field and soccer.

UAPB features a 15-to-1 student-to-faculty ratio and encourages a learning environment with strong interaction between students and faculty. UAPB employs 158 full-time and 48 adjunct faculty members and a full complement of more than 600 full-time employees, making it a leading economic engine in the region.

Students are active in more than 100 organizations, an internationally renowned Vesper Choir, Marching Band, Concert Bands, Wind Symphony, nationally recognized debate team, and award-winning theater department. UAPB’s 14 Golden Lions and Lady Lions teams compete in NCAA Division I and are accomplished members of the Southwestern Athletic Conference.

A member of the University of Arkansas System, UAPB is governed by a Board of Trustees. With a total budget of over $2 billion, the UA System enrolls more than 70,000 students and employs over 17,000 employees.

For more information on UAPB, visit the University’s website at www.uapb.edu.

General Function:
The Division of Enrollment Management and Student Success integrates all aspects of UAPB’s enrollment processes including the planning, implementation, and evaluation of effective student-centered, strategic recruitment, admissions, and student success. The Vice Chancellor’s primary outcomes are long-term strategic enrollment growth of qualified students; use of effective data analysis to inform decision making that supports marketing, recruitment, and admission strategies. The Vice Chancellor leads the university in achieving its goals for enrollment and student success, including increasing the student enrollment, retention and graduation, and developing productive partnerships with internal academic and other student service units and external stakeholders.

UAPB seeks a strategic, creative, and collaborative leader to serve as the Vice Chancellor for EM&SS. The Vice Chancellor will provide strategic leadership and execution in (1) advancing UAPB recruitment and enrollment goals in accordance with its mission, vision and strategic plan; (2) developing a comprehensive enrollment plan that builds on the successes in student enrollment and progression; (3) providing strategic direction, oversight and support of admissions and recruitment, including the planning and execution of recruiting events; (4) strategic management of student retention and graduation success, including the administration of the LIONS summer bridge program, scholarships and other enrollment services.

Duties and Responsibilities:
- Provide leadership to the Division of Enrollment Management and Student Success, and serve as a member of the University’s senior administrative team, the Executive Cabinet, through participation and contributions to regular Cabinet meetings and other senior leadership activities.
- Collaborate with all other members of the Cabinet to carry out the mission, vision and strategic priorities of the university as they relate to the management of enrollment growth and the retention, progression, graduation and success of the students.
- Work with the Divisions of Student Affairs and Academic Affairs on joint measures to create a vibrant and engaging total college student-life experience.
- Supervise through direct reports all units that make up the Division of EM&SS.
- Lead and manage the indirect reports of administrators, faculty, staff and students who assist in carrying out the goals of the Division of EM&SS.
- Collaborate with deans, department chairs, directors and liaisons to achieve short and long-term enrollment goals and effective marketing strategies aimed at optimizing enrollment opportunities in targeted programs.
- Provide comprehensive statistical and data-informed analyses necessary to make sound policy decisions and developing predictive metrics in relation to generation and conversion of student prospects.
- Work with university communications and marketing professionals on strategic communications for recruitment, using research-based data for decision making. Plan and evaluate the effectiveness of targeted recruitment efforts and scholarship programs, including the use of social media, marketing and other emerging technologies that enhance yield with potential students and their families. This includes oversight and evaluation of the effectiveness of advertisements, screeners, view books, bulletins, brochures and other collateral materials.

- Establish new enrollment markets while sustaining and growing existing markets, creating strategies and division-wide initiatives that effectively support the recruitment and retention of a diverse and inclusive student body in a manner that complements the university’s culture, mission, and core values.
- Develop and use existing and emerging technologies to communicate and build relationships with students, families, K-12 schools, two-year colleges, and the leaders of those schools and colleges. Evaluate those strategies and their effectiveness on student experiences with admissions, financial aid and registration.

- Work closely with the Office of Student Financial Services to leverage financial aid awards in a manner that enhances the overall student body and expands opportunities for timely degree attainment.

- Optimize the use of available federal, state and institutional resources in the recruitment and retention of students while ensuring campus compliance with all federal and state agencies’ regulations and policies.

- Create a visible profile within the campus community and among university constituencies in order to foster collaborative relationships essential to enhancing communication efforts and creating an environment of collegiality and inclusiveness.

- Work in collaboration with the Chancellor and the Division of Institutional Advancement and Development to identify and develop resources to support scholarships, the LIONS Program, and the range of activities that contribute to student success.

- Demonstrated ability to write and secure funds through solicited and unsolicited grants.

- Work with the Chancellor and Finance and Administration in monitoring the annual operating budget and make recommendations for the annual budget for the Division.

- Serve as a member or ex-officio member of key university committees and represent the University on appropriate community, state, regional and national boards/councils; and represent the University at local, state and national meetings;

- Prepare and submit annual and periodic reports on the Division of EM&SS as needed and requested internally or externally.

- Provide annual performance reviews of direct reports in the Division of EM&SS.

- Other responsibilities as assigned.
The successful candidate’s qualifications should include:

- Bachelor’s degree is required; Master’s degree or other terminal degree is preferred.
- A minimum of five (5) years of experience in higher education.
- Experience with current best practices in student success/enrollment management.
- Demonstrated leadership in higher education strategic enrollment management, including data-driven programs, budgetary and personnel responsibilities, enrollment management planning, contract management and program development.
- Demonstrated success in strategic and operational leadership within a complex higher education institution.
- Demonstrated ability in leading enrollment management and student success through working collaboratively with other university offices, including Student Financial Services and the Registrar.
- Experience with current and emerging technology (hardware and software solutions) related to the Division of Enrollment Management and Student Success.
- Experience with process-improvement initiatives and leadership in change-management environments.
- Experience with collaborative recruitment and retention strategies.
- Knowledge of and leadership experience in supporting a culture of inclusion and diversity.
- The University of Arkansas at Pine Bluff is an equal opportunity, affirmative action institution. The university welcomes applications without regard to race/color, sex, gender, pregnancy, age, national origin, disability, religion, marital or parental status, protected veteran or military status, genetic information, sexual orientation, gender identity or any other characteristic protected under applicable federal or state law. Persons must have proof of legal authority to work in the United States on the first day of employment. All applicant information is subject to public disclosure under the Arkansas Freedom of Information Act.

Application and Nomination Process: Confidential inquiries are welcomed. Nominations are invited.

To Apply: Applications must include:
1. Letter of application expressing interest in the position and detailing how the candidate’s experience aligns with the responsibilities and qualifications for the position
2. Current resume or curriculum vitae
3. At least five references with full contact and email information (References will not be contacted without applicant’s consent.)

Review of applications materials will begin immediately and continue until the position is filled. To receive full consideration, applications should be submitted by April 19, 2019.

Human Resource Department
University of Arkansas of Pine Bluff 1200 North University Drive
| Mail Slot 4942 | Pine Bluff, AR 71601 Office#: 870.575.8400 | Fax #: 870.575.4653/465
Mon - Fri | 8:00 a.m. - 5:00 p.m. | Administration Building, Room 205

UAPB is an Equal Opportunity/Affirmative Action Employer, and participates in E-Verify.