



**Search for the Vice President
for Enrollment Management**



The Opportunity

Rivier University seeks nominations for and expressions of interest for the position of Vice President for Enrollment Management (VPEM). Rivier University is a Catholic, comprehensive University founded by the Sisters of the Presentation of Mary in 1933. Committed to liberal education and programs of professional practice at both the undergraduate and graduate level. Rivier is located in New Hampshire's second largest city of Nashua. With a total student enrollment of 2,200, the core mission of transforming hearts and minds to serve the world is actualized in undergraduate, professional studies, graduate, and doctoral programs. Rivier recruits for 70 academic programs and doctoral degrees in Leadership and Learning (Ed.D.), Counseling and School Psychology (Psy.D.), and a Nursing Practice (DNP).

The Vice President for Enrollment Management will provide leadership and direction to two areas critical to the University's mission and success. First, as chief enrollment officer the VPEM will be responsible for undergraduate and graduate recruitment and enrollment including traditional on-campus students and adult learners in professional studies and graduate programs delivered both on-campus and online. Second, the VPEM will be responsible for the University's innovative advising model which integrates both academic and career advising under the University's distinctive Employment Promise Program.

Rivier seeks a Vice President for Enrollment Management with the ability to communicate the University's mission and values along with its distinctive value proposition including the Employment Promise Program, strength-based wellbeing, Global Scholars Program, Project Achieve (Nursing), and the Center for Behavioral Health Professions and Workforce Development. Rivier's curricular distinction includes a progression of undergraduate, graduate, and doctoral degrees in nursing, education, and professional psychology. The portfolio of academic programs also includes majors in the humanities, education, business, and social and natural sciences including programs in cybersecurity and information technology. The VPEM will assist in sharpening the message of a broad institutional strategy of value and workforce development through mission and market centric academic programs. The VPEM will have the opportunity to showcase a new \$19 million Science and Innovation Center while increasing enrollment in nursing, biology, biotechnology and the health sciences. The VPEM will lead an experienced team of professionals committed to the recruitment and retention of all students within a University with a strong history of financial stewardship and agility at meeting both the challenges and opportunities represented in the region's current demographics.



In addition to this, the Vice President for Enrollment Management will form a key partnership with senior leadership in leading and developing Rivier's unique Employment Promise Program and the underlying structure of combining academic and career advising within a strength-based program focused on student wellbeing. The successful candidate will work with the senior leadership team including substantial collaboration with the Office of Student Financial Services and Marketing and Communications to build a robust enrollment funnel at the undergraduate, graduate, and doctoral levels.



The successful candidate should have significant and progressive administrative experience in higher education at the assistant director or above, excellent communication skills, and a record of success in enrollment strategy and execution; data analysis and forecasting; and staff engagement and development. The candidate will also demonstrate facility with enrollment technology, CRM's and the ability to focus on quality assurance at each point of the funnel. The University recruits and enrolls students across multiple disciplines and delivery methods including traditional undergraduates, on-ground associate degree in nursing, online RN-BSN, and online undergraduate, graduate and doctoral enrollment. A passion for continuous improvement and the articulation of an institutional vision for enrollment, retention, and advisement for both traditional and adult learning student populations.



There will be a rolling review of applications which will continue until the position is filled. For optimal consideration applications should be received on or before July 6, 2020. The appointment begins on or before August 2020. For guidance in applying, please see the application process at the conclusion of this document.



History, Mission, and Values

Rivier University is named in honor of Blessed Anne Marie Rivier, foundress of the Sisters of the Presentation of Mary in 1796. The University, founded in 1933 by the Sisters of the Presentation of Mary and incorporated under the laws of the State of New Hampshire in 1935, was granted university status by the State of New Hampshire on July 1, 2012.

Core Mission

Rivier University is a Catholic institution of higher education dedicated to transforming hearts and minds to serve the world.

The Rivier Mission Statement

Committed to the faith heritage, intellectual tradition, and social teachings of the Roman Catholic Church, the University educates the whole person in the context of an academic community that cultivates critical thought, sound judgment, and respect for all people. This community supports the intellectual growth of all its members while offering them opportunities for social, cultural, moral, and spiritual development. The challenge to the University community is to search for truth through the dialogue between faith and reason.

Rivier creates an environment in which integrated learning is the shared responsibility of students, faculty, staff, and administrators, and is pursued in all the curricular and co-curricular programs of the University. To participate in the life of Rivier University is to strive for academic excellence, to take responsibility for ourselves and for others, and to engage in dialogue about basic human issues facing society, especially the plight of the poor and powerless. The University extends to all of its members, and also to the greater community, an invitation to join in intellectual inquiry and dialogue.





The University

Strategic Plan – *Vision 2020*

Following collaborative engagement with the Board of Trustees, faculty and staff approved *Vision 2020* committing the University to three core initiatives:

- Innovation in the Sciences
- Learning and Technology
- Philanthropy and Partnerships

Serving as a foundation for growth, Rivier's distinctive strengths include:

- Journeys of Transformation, Core Curriculum
- Scope of Nursing and Health Professions Programs
- Learning-Centered Employment Promise Program
- University-wide Model of Strengths-Based Wellbeing

Selected Areas of Distinction

Core Curriculum

The Core Curriculum, Journeys of Transformation, allows students to explore new ways of thinking as they answer four "Big Questions."

Employment Promise Program

The University's Employment Promise Program enhances the career preparation and employability of students in all academic disciplines. The program demonstrates the University's confidence in its educational experience marked by distinctive academic programs, committed faculty, and active learning. Rivier is the only institution in New Hampshire to offer this program.

Center for Behavioral Health Professions and Workforce Development

The Center strives to expand the workforce in response to the increasing demand for professionals in the fields of behavioral health and substance use disorder. Encompassing the University's graduate programs in Counseling and School Psychology, Nursing and Health Professions, and an MBA in Healthcare Administration, the Center seeks to create partnerships and pathways to professional degrees and licensure requirements.

The University will further enhance and sustain performance in the following fundamental elements of mission:

- Financial Stewardship and Institutional Effectiveness
- Global Engagement and Diversity
- Teaching and Learning Effectiveness
- Student Experience
- Human Capital Development

Given the workforce needs of the region, Rivier extends a special commitment to recruitment and retention of students in the health sciences as well as behavioral health and information technology degree programs with a long-term emphasis on diversity and inclusion.

Student Success Program

Rivier's Student Success Program connects first-year students with the academic resources that will help them reach their educational, life, and career goals through the application of the Gallup Strengthfinder 2.0 philosophy. Within the first year, each student is enrolled in the Student Success course and assigned a peer mentor to help build a positive academic foundation as key life skills are explored and developed. Student Success: Campus to Community Course is a full-year program which helps first-year students understand themselves as learners and servants of the community.

Student Athletic Programs

As a charter member of the Greater Northeast Athletic Conference (GNAC), Rivier offers 13 NCAA Division III athletic teams.

The Campus

The University is located on a 68-acre campus one mile from downtown Nashua in a residential area. Easy access to Boston provides students with opportunities for intellectual, cultural, and social enrichment. Proximity to the seacoast and to the White Mountains of New Hampshire offers additional recreational advantages. Logan and Manchester Airports, Boston railway stations, and local bus lines allow convenient travel throughout the region and beyond.

Selected Academic and Student Life Facilities

Science and Innovation Center

Opening in September 2020, the Center will provide a state-of-the-art technology environment for biology, chemistry, physics, and anatomy and physiology instruction supporting majors in nursing, biology, biotechnology, health sciences, and public health programs. The building will include a faculty office suite, two classrooms, and exceptional areas for collaboration and student research.

The Learning Commons

Rivier University's Learning Commons is a destination that fosters collaborative learning and student success. This 15,000-square-foot facility houses academic support services and provides opportunities for students to work in teams, use digital resources, receive assistance from peer mentors and tutors, and access career services. The Learning Commons includes the Academic Support Center, Career Development Center, Academic Advising, Disability Services, Counseling and Wellness Center, Service Learning, and University Advancement and Alumni Relations.

Regina Library

The library staff, in collaboration with the University faculty, serves the research needs of the community. To meet a diversified curriculum and the academic requirements of the Rivier University community, the libraries currently have more than 90,000 print volumes and 150,000 electronic volumes.

Madeleine Hall

The most historic building on campus serves as a welcome center for student visitors and the home of the enrollment and marketing teams.

Muldoon Center

Serves as the hub of student athletics and hosts basketball, volleyball, and indoor soccer, and offers fitness and weight-training equipment.

Linda Robinson Pavilion

Dedicated in October 2019, the Pavilion anchors Rivier's outdoor multi-sport turf field and softball venue. Locker rooms, team room, training, and equipment rooms are included with expansive stadium seating and press facilities.



Enrollment Management Structure

The VPEM will serve as a valued member of the President's Cabinet consisting of the Vice Presidents for Academic Affairs, Finance and Administration, Student Affairs, University Advancement, and the Chief Information Officer. The direct reports to the Vice President include the Executive Director for Undergraduate and Graduate Admissions, Director of Enrollment Operations, and the Executive Director for University Career Services (which incorporates academic and career advising and structured experiential learning opportunities). The University has taken advantage of a complement of extensive and formalized partnerships including an online program manager, third party admissions and marketing technology, enrollment relationship management (CRM), and professional support and analysis in the area of financial aid leveraging.



Essential Responsibilities

Strategy and Leadership

- Serves as a member of the President's Cabinet, overseeing all aspects of the enrollment and advising function responsible for developing, articulating, and implementing strategic enrollment plans and supporting retention initiatives to ensure enrollment growth
- Serves as the principal University enrollment officer, integrating involvement of the other members of the President's Cabinet, the deans, program directors, athletics, and student life professionals
- Articulates financial aid leveraging strategies consistent with the University's net revenue goals
- Provides high-level oversight for all enrollment initiatives and collaborates with campus-wide retention initiatives
- Leads specific strategic initiatives identified by the President and actively contributes to the campus community
- Serves as the staff liaison to the Enrollment Committee of the Board of Trustees

Operations

- Creates and executes a cohesive enrollment and recruitment strategy inclusive of marketing across all populations maximizing technological resources and marketing and financial aid data
- Demonstrates consistent collaboration with senior leadership in the areas of financial aid leveraging in partnership with the Office of Student Financial Services
- Proactive and organized engagement with the Office of Marketing and Communications to execute marketing initiatives to support enrollment goals
- Evaluates, manages, and provides opportunities for continuous improvement in internal process and automated workflow
- Works closely with Student Financial Services to operationalize and evaluate the real time effectiveness of financial aid leveraging strategies
- Develops and uses existing and emerging technologies to communicate and build relationships with students, families, and enrollment partners
- Provides continuing professional development opportunities for staff and ensures timely evaluation of all systems, processes, and personnel
- Submits an annual report and annual enrollment plans to the President

Staff Supervision and Development

- Promotes a culture of high performance and develops staff using supportive, collaborative, and data-driven approaches
- Provides leadership by overseeing annual department plans that are both measurable and goal oriented
- Actively participates in the selection, hiring, training, and evaluation of staff in collaboration with the Office of Human Resources
- Provides leadership and assessment of the University's enrollment partners
- Orients and guides direct reports by communicating departmental standards and workflows
- Facilitates and directs the process of goal setting for all direct reports, conducts regular meetings to monitor workflow, and offers feedback and guidance to support the professional development of direct reports
- Performs other duties as assigned



Qualifications

The Rivier University seek a mission-driven, strategic, and pragmatic leader who has:

- A strong commitment to Rivier's Catholic identity and mission as expressed in the mission statement
- An earned master degree from a regionally-accredited institution
- A proven record of success in progressively responsible university administrative roles at the assistant vice president or comparable level
- A record of recruitment success utilizing well-formulated and data informed annual enrollment plans for various academic programs and student populations
- Superior ability to create and interpret data from disparate sources and demonstrated success in increasing every phase of the enrollment funnel
- The ability to successfully collaborate with senior level colleagues across the University especially in the areas of recruitment and retention
- Demonstrated experience in identifying and articulating the University's value proposition highlighting specific areas of distinction in both undergraduate and graduate programs
- Extensive knowledge of and expertise with student information systems and engagement technology with experience in creating highly detailed workflow processes
- A strong commitment to the recruitment and enrollment process for the adult and non-traditional students
- Superior organizational, interpersonal, and communication skills
- Evidence of the ability to grow enrollments by identifying new programs, assessing and redesigning existing programs, and/or developing new modalities particularly in the fields of science and technology
- Demonstrated experience and capacity for quality assurance and assessment related to admissions processes, particularly those executed through a CRM
- Experience in shaping social media messaging to enhance recruitment
- Evidence of experience managing departmental budgets and resource allocation
- An articulated commitment to diversity, equity and inclusion in the workforce and recruitment initiatives

Application Process

For additional information about this opportunity, please review the comprehensive position profile at [Rivier.edu/careers](https://rivier.edu/careers). To apply formally, applicants should upload a detailed letter of application, curriculum vitae, and contact information for 3-4 professional references to jobs@rivier.edu. For best consideration, materials should be received by **July 6, 2020**. All applications and nominations will be considered highly confidential.

Rivier University does not discriminate on the basis of race, color, national origin, religion, age, veteran or marital status, sex sexual orientation, gender identity, or disability in admission or access to, treatment in, or employment in its programs and activities, and Title IX requires that the University not discriminate on the bases stated above.

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