



Vice President for Enrollment Management

The University of Maine seeks an accomplished and visionary leader for the position of Vice President for Enrollment Management (VPEM). The VPEM is the University's chief enrollment strategist, working directly with the Executive Vice President for Academic Affairs and Provost, and with the President and Cabinet. The VPEM is responsible for providing strategic and innovative leadership in all facets of institutional initiatives related to student enrollment management. Responsibilities include direct leadership of the Offices of Admissions and Recruitment, Student Financial Aid, New Student Programs and Orientation, Student Employment, chairing the Enrollment Management Executive Committee, and close coordination with colleagues engaging in recruitment of international, graduate and professional and online students. The VPEM serves as a member of the Provost's Council and the Provost's Senior Leadership Team, will be a partner with deans and other university leaders in developing short and long-range enrollment goals, marketing strategies, policies and operating procedures, and will work collaboratively with senior leadership on a variety of issues across the University and through the partnership with University of Maine at Machias. A start date of approximately July 1, 2018 is desired.

The University of Maine

The University of Maine is a dynamic and distinguished international and local university, offering comprehensive first-class resources and programs within the welcoming context of a manageable campus. UMaine is Maine's only land-grant and sea-grant research university, home to its largest liberal arts college, and the only NCAA Division I athletics program in the state. UMaine is a public research university that offers a strong traditional education at an affordable price. For additional information about the University of Maine, visit: <https://umaine.edu/about/quick-facts/>

As a part of the University of Maine System's One University initiative, UMaine now has a strategic Primary Partnership agreement with the University of Maine Machias (UMM), a comprehensive public liberal arts college about two hours east of Orono on Maine's scenic coast, such that UMM is now a regional campus of the University of Maine. The VPEM will also have responsibility for enrollment management at UMM. For more information about UMM visit the campus website at www.machias.edu.

UMaine has exceeded enrollment expectations in the competitive market of New England, despite facing challenging state demographics in recent years. UMaine's total enrollment has held steady, buoyed by record-setting first-year classes each of the last two academic years, achieved in part by growing out-of-state enrollment. Throughout this period, the traditional quality metrics of the entering classes have also risen. UMaine's Enrollment Management

offices employ a robust variety of recruitment and financial aid tools to attract and retain students, and they partner with colleagues in the colleges and in academic and student affairs offices to offer the most attractive and supportive merit and need based financial aid packages to students.

The Opportunity – Vice President for Enrollment Management

UMaine’s next VP EM will be able to build on the strong foundation of the university’s recent record-setting success, and draw on a talented staff to take the University’s enrollment management efforts to even higher levels. Strategic, operational and relationship opportunities for leadership will occur daily, and will likely include the following priorities, among others:

- Establishing, implementing and leading an innovative, strategic, and comprehensive enrollment plan for UMaine and UMM;
- Participating with the President, Cabinet and others in development of a new university-wide strategic plan for UMaine;
- Working collaboratively with the Graduate School, International Programs and UMaineOnline to integrate enrollment priorities for those areas into the overall University Enrollment Plan and actions;
- Increasing UMaine’s outreach to and enrollment of highly qualified minority and under-represented students at all levels and in all programs;
- Championing the use of efficient, effective and modern technologies in recruitment, admissions, and financial aid services at UMaine and UMM;
- Becoming a part of all the wonderful, welcoming, and supportive communities that constitute UMaine and UMM.
- Developing and implementing a plan to increase the diversity of the UMaine and UMM student bodies.

Qualifications, Nominations and Applications

The next Vice President for Enrollment Management should have at least a bachelor’s degree, with advanced education, such as a master’s degree or earned doctorate preferred. The successful candidate should also provide evidence of broad based knowledge, experience, and progressively responsible leadership positions in higher education and enrollment management. Other desired characteristics and information about the position, including a complete list of the challenges and opportunities are available in the leadership profile at www.academic-search.com under the “Current Searches” tab.

Confidential nominations and discussions about this opportunity are encouraged. The search is being assisted by Academic Search, Inc. For a confidential discussion of this position prior to applying or nominating another individual, please contact Senior Consultant Bill Howard at wfh@academic-search.com or Senior Consultant Eric Richtmyer at ewr@academic-search.com.

The position will remain open until filled. Candidates are encouraged to submit materials no later than February 1, 2018 to be assured full consideration. Materials should include a detailed letter of interest addressing how the applicant meets the qualifications described above, a

curriculum vitae, and a list of at least five references (who will not be contacted at this time) with full contact information to UMaineVPEM@academic-search.com.

All University of Maine System employees are required to comply with applicable policies and procedures, as well as to complete applicable workplace related screenings, and required employee trainings, such as Information Security, Safety Training, Workplace Violence and Sexual Harassment. Appropriate background checks will be required.

The University of Maine is an EEO/AA employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, sexual orientation, age, disability, protected veteran status, or any other characteristic protected by law.