

Saint Martin's University Dean of Admissions and Enrollment

Saint Martin's University seeks a collaborative and innovative new Dean to provide leadership and strategic direction for all aspects of the recruitment process; leverage technology, social media, and the web to maximize enrollment effectiveness; cultivate and strengthen a team environment; develop and implement a comprehensive, multi-year Admissions' strategic plan; serve as a resource to achieve institutional enrollment goals; and establish annual metrics to assess recruitment efficiency and impact.

Student-Centered ... Collaborative ... Relationship Builder ... Collegial ... Innovative
Integrity ... Active Listener ... Energetic ... Transparent ... Data-Driven ... Sincere
Communicator ... Sense of Humor ... Adaptable ... Supportive ... Dedicated
Team Builder ... Empowering ... Strategic ... Approachable ... Humility ... Creative

The Position

Reporting to the President and serving on the President's Cabinet, the Dean is the chief enrollment officer for the University. The Dean also has an indirect reporting relationship to the Provost/Vice President of Academic Affairs and serves on the Extended Provost Council. The Dean provides leadership of undergraduate and graduate recruitment and admissions, currently a thirteen-member team, with the Director of Undergraduate Admissions and the Director of Graduate Admissions as direct reports. The Dean works closely with the Center for Student Success on retention and completion, the Office of International Programs and Development on international recruitment and admissions, the Office of Marketing and Communications on branding and marketing, and the Office of Finance, particularly the Office of Student Financial Services.

Specific Responsibilities:

- Provide leadership for all aspects of the recruitment process, including travel, interviewing, presentations; and correspondence for prospective students, families, guidance counselors, and other off-campus constituents.
- Design, establish, and maintain staffing and an organizational structure to effectively accomplish the functioning of the departments. Recruit, employ, train, supervise, and evaluate undergraduate and graduate admissions staff. Manage the departmental budgets.
- Set clear goals and expectations for the Admissions' team, track progress, and provide for feedback and annual evaluations.

- Collaborate with key constituents on campus, including academic affairs, athletics, advancement, student affairs, academic advising, academic deans and department chairs, marketing and communications, and finance.
- Work closely with recruitment and financial aid vendors on strategies and implementation.
- Leverage social media, the web, and other tools to maximize efficiency and impact.
- Incorporate technological advances into the admissions operations via staff presentations, open house programs, e-communications, and the daily processing of data to improve prospective student services and outreach.
- Identify and pursue new pathways to attract and enroll qualified students.
- Develop and implement a comprehensive, multi-year undergraduate and graduate strategic plan for admissions in support of the institutional strategic plan.
- Work closely with Institutional Research on gathering data to assess the effectiveness of the recruitment effort.
- Serve as a resource for the Center for Student Success, academic departments and faculty in achieving targeted enrollment goals.
- Provide leadership and strategic direction to the admissions team for undergraduate and graduate recruitment, selection, and admission.
- Work with the admissions team and other stakeholders to develop long-range planning and goal setting; establish annual metrics to assess impact and effectiveness; and ensure the University's undergraduate and graduate enrollment goals are met, including net revenue, headcount, quality, and diversity.
- Travel to designated territories and represent and promote the University at local, regional, and national events for prospective students, parents, and alumni; cultivate relationships with secondary school contacts; enhance the University's visibility with professional organizations, governmental agencies, vendors, and the general public; and encourage staff in admissions to be visible and engaged on and off campus.
- Serve as a committee member on University committees and prepare Board of Trustees committee reports and assist with staffing.
- Support the University's Catholic Benedictine tradition and mission.

The Qualifications

Successful candidates will possess a master's degree in a student services discipline, education, or related field from an accredited college or university. A minimum of five years' higher education administration experience primarily in the areas of enrollment management, admissions, international admissions, student records, registration, financial aid, and veterans' programs is also required.

Preferred qualifications include strong interpersonal, communication, facilitation, and collaboration skills with specific focus on relationship building; commitment to shared governance; and demonstrated support for the Catholic Benedictine values, mission, goals, vision, and ethos of student-centered education.

Individuals should also possess the following:

- Experience in budget, student services planning, and data management.
- Expertise in the implementation of best practices in recruitment, admissions, and enrollment management.
- Experience supervising staff and building successful teams.
- Success in achieving Admissions' net revenue and quality goals along with monitoring the goals of the office.
- Excellent communications skills and experience as spokesperson for institutional mission and programs.
- Successful record of implementing new and creative approaches to improve enrollment outcomes.
- Ability to establish collaborative relationships across internal and external constituencies
- Commitment to diversity, equity, inclusion, and access among students, faculty, and staff.
- Keen strategic and visionary sense – a creative and strategic approach to opening and recruiting new markets.
- Strong analytic skills and record of data-responsive decision-making.
- Solid understanding of the higher education marketplace, student needs, and competitive landscape.
- Superior organizational and problem-solving abilities.
- Willingness to take strategic risks to broaden the position and brand of the University.

- Exceptional talent for working collaboratively with others and for implementing, managing, and responding to change.

The University

Saint Martin's University is a Catholic Benedictine coeducational university, one of 12 Benedictine colleges and universities in the United States, and the only Benedictine university west of the Rocky Mountains. Founded in 1895, the University offers 29 baccalaureate and 11 graduate degree programs in four colleges and schools: the Hal and Inge Marcus School of Engineering, the School of Business, the College of Arts and Sciences, and the College of Education and Counseling.

The University welcomes more than 1,300 undergraduate students and 250 graduate students to its Lacey campus and additional students to its extended campus located at Joint Base Lewis-McChord. Rooted in the long tradition of the liberal arts, the University curriculum cultivates creativity and the ability to communicate and pursue ideas, critical thinking and independent inquiry, academic proficiency, the formation of sound ethical judgments, and service to humanity. The University's sports teams participate in the NCAA's Great Northwest Athletic Conference at the Division II level.

The physical beauty of Saint Martin's 380-acre campus reflects the rich intellectual and spiritual nature of its presence in the Pacific Northwest. Essential features of University life are animated by its participation in the centuries-old traditions of Catholic intellectual thought and the search for truth. Thus, superior teaching is the expected norm and students are honored and guided toward achieving academic excellence. The University is the educational mission of Saint Martin's Abbey, a Catholic Benedictine monastery, whose members pray, work, and live together on the University campus. Characterized by community, stewardship, hospitality, stability, listening, and love of learning; the University seeks to foster a community of faith, reverence for the dignity of all life, dedication to peace and justice, and devotion to service.

Ranked by *Niche* as the second most diverse private college in Washington State, the University is extremely proud of its student diversity. The University welcomes and, indeed, seeks students not only from the Pacific Northwest, but from other parts of the nation and the world at its main and extension campuses. The University treasures persons of all abilities, ages, ethnicities, genders, nationalities, orientations, races, and religions as it encourages cognizance of diverse viewpoints and an appreciation of all cultures.

For additional information, please visit the University's website at <https://www.stmartin.edu>

The Location

Lacey, Washington, a city of 55,000 people; and neighboring Olympia, the state capital, combine for a total population that exceeds 100,000. Ranked the 75th best place to live in the United States by *Money Magazine*, the city is less than an hour from Seattle, 30 minutes from Tacoma, and two hours from Portland, Oregon. With its surrounding metropolitan area, Lacey and the greater Olympia area attract nationally recognized entertainers, artists, and musicians, providing cultural opportunities that complement the University's educational experience.

The southern Puget Sound area is quite picturesque with an abundance of natural beauty. Swimming and other water activities are as close as five minutes from campus on a wealth of nearby lakes, streams, and ocean inlets. Pacific Ocean beaches, just 50 miles west, offer opportunities for clamming, kiting, deep-sea fishing and sailing. Less than an hour away, hikers, skiers, backpackers, birders, and other outdoor enthusiasts can pursue their favorite pastimes in the mountains or enjoy such spectacular Northwest attractions as Mount Rainier National Park, Mount St. Helens, the Olympic Peninsula, and the San Juan Islands.

The Invitation

Application, nomination, questions, confidential conversation.

To **apply**, please submit a complete resume/curriculum vitae and a letter of application. The letter should summarize your professional qualifications and the accomplishments that reflect the skills, background, and experience to be successful in this key position. Successful applicants will provide specific examples of past work experience as it relates to the position responsibilities and qualifications listed above. Send your application materials to me at the email address below. The deadline for receipt of applications is Friday, February 5, 2021. The position will remain open until filled.

Nominations for this opportunity are encouraged. If a colleague comes to mind you feel might have an interest, I would welcome your nomination. Please forward your nomination to me via email.

If you have any **questions** regarding the position or search process, please do not hesitate to contact me via email or phone.

Gary R. Rhoads, Search Consultant
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The principles of the Catholic Benedictine tradition, equal employment opportunity, and nondiscrimination are fundamental to the mission, goals, and objectives of Saint Martin's University. The University does not discriminate in employment or in the delivery or administration of its educational programs, policies, scholarship and loan programs, athletic or other University programs on the basis of sex, sexual orientation, race, color, religion (except as a bona fide occupational qualification for certain select positions), marital status, national or ethnic origin, military or veteran status, age, or disability.