Oakland University
Associate Vice President for Enrollment Management

Oakland University, a preeminent metropolitan doctoral-research institution, is located on 1,443 acres of wooded hills and meadows in Rochester, Michigan. Established in 1957 with 570 students, Oakland University (OU) is a vibrant academic community currently enrolling more than 20,000 undergraduate and graduate students, has over 100,000 alumni, and delivers more than 260 degree and certificate programs. Oakland provides a distinct student-centered educational experience with flexible class schedules and expanding facilities, enriching student services, classroom technologies, research labs, internships and research opportunities with corporate partners. Located in the heart of Oakland County’s Automation Alley, the University has forged hundreds of partnerships with hospitals, Fortune 500 companies, cities, government agencies, and educational institutions. The associate vice president for enrollment management—a newly created position—will play a critical leadership role in shaping the vision and direction of enrollment at the institution.

The Position

As the University’s chief enrollment officer, the associate vice president will work collaboratively across the institution to develop and implement an integrated and comprehensive strategic enrollment plan that aligns with OU’s mission, goals, and evolving strategic plan. While the associate vice president will be focused primarily on undergraduate enrollment and expanding OU’s recruitment reach in Michigan and nationally, the associate vice president also will serve as a thought leader and partner to senior officers, deans, faculty, and staff in formulating specific unit plans, expanding graduate and international student enrollment, developing and integrating admissions-related marketing and communications, and improving overall student persistence and completion. The associate vice president will lead the offices of undergraduate admissions, financial aid, and the registrar and will put in place systems and structures to bring about increased coordination and cooperation among the units to optimize OU’s current and future enrollment. Reporting to the senior vice president for academic affairs and provost, the associate vice president will lead a staff of nearly 85, oversee the distribution of approximately $175 million in scholarships and student aid, and have management responsibility for an operating budget of approximately $7 million.

Qualifications

The associate vice president will be a seasoned professional who has exceptional strategic and analytical abilities, expert knowledge of the competitive higher education student marketplace, and a record of successfully leading all aspects of enrollment planning and management, preferably at an institution with comprehensive offerings in the liberal arts and professional fields. Evidence of technological sophistication and an ability to evaluate and utilize data and predictive modeling in planning and decision-making is critical, as is the capacity to manage marketing and financial aid leveraging for student recruitment and retention. The successful candidate will be an entrepreneurial, highly collaborative, and results-oriented leader and team builder, who communicates effectively, manages resources wisely, acts with the highest degree of integrity, and inspires the confidence and trust of others. Additional considerations in the selection of the associate vice president include a deep commitment to diversity and inclusion, an affinity for the mission of a metropolitan public research university, and a clear and consistent focus on student access and success. An advanced degree is preferred.

Application and Nomination

Review of applications will begin immediately and will continue until the position is filled. Applications received by March 20, 2015 will be assured full consideration. Please submit a position-specific cover letter and resume via the SJG website at www.spelmanandjohnson.com under the link Current Searches. Nominations and confidential inquiries may be directed to James M. Norfleet at jmn@sjgsearch.com.

SJG – The Spelman & Johnson Group
Oakland University – Associate Vice President for Enrollment Management
James M. Norfleet, Search Associate

Visit the Oakland University website at www.oakland.edu

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