



## Vice President for Enrollment and Strategic Growth

**Eastern Mennonite University (EMU)** seeks an experienced, visionary leader to serve as **Vice President for Enrollment and Strategic Growth (VPESG)** and invites inquiries, nominations, and applications for the position. Reporting to a dynamic president, the VPESG collaborates with other vice presidents, deans, and others to achieve divisional and institutional goals. The next VPESG will work closely with the EMU Board of Trustees Strategic Position and Growth subcommittee and will join an innovative cabinet and executive leadership team.

EMU offers rigorous academic study grounded in the liberal arts at the undergraduate, graduate, and seminary levels. More than 2,000 students study at the main campus in Harrisonburg, Virginia; the Lancaster, Pennsylvania site; the Washington Community Scholars' Center in Washington, D.C.; and online. EMU is grounded in values including service to others, Christian discipleship, peacemaking, and community-building, all of which prepare students to serve and lead in a global context.

The VPESG is responsible for the full spectrum of student recruitment at EMU (undergraduate, graduate, pre- and post-graduate, and transfer); and is expected to lead the university community in developing and implementing a compelling strategic enrollment plan, as well as to be an external-facing leader. The VPESG will provide inspirational and strategic leadership for the enrollment management team, comprised of admissions and marketing, with dotted-line collaboration with athletics and financial aid. The selected candidate will focus on operational excellence in recruitment; partner with all campus stakeholders, including alumni and trustees, in expanding the recruitment reach in developing territories and populations; and be committed to NCAA Division III athletics and building partnerships with coaches and athletic administrators to facilitate the strategic recruitment of student-athletes.

As the institution elevates its racial/ethnic diversity recruitment initiatives, the Vice President will actively participate in the university's vision to be an equity-minded and inclusive community of belonging, opportunity, and empowerment. Accelerating the college's successful recruitment of students from diverse populations, the VPESG will lead the enrollment management team in further developing their own cultural awareness and commitment to diversity, equity and inclusion.

Candidates must bring integrity and a track record of developing multi-year enrollment strategies in a higher education setting. An advanced degree is preferred (Masters, Doctorate) in addition to exceptional, well-documented, innovative leadership in the business and/or education sector. The successful candidate will be outcomes-oriented; well versed in forecasting, goal-setting, and revenue generation; and able to make data-informed decisions collaboratively with institutional stakeholders. Essential experience includes success in strategic and organizational leadership and change management, including optimizing and deepening growth margins and leading teams through paradigmatic market shifts.

A background in admissions, communications, and/or marketing is highly desirable. Personal qualities must include an eagerness to lead with passion, a tenacious work ethic, a bias toward action, and a philosophy of transparency and employee empowerment.

See the full profile, with extensive information about the university and this exciting opportunity, on the [Academic Search website](#). (Scroll down in the alphabetical search list for Eastern Mennonite University and click "Download Profile.")

The position is open until filled; however, only applications received by August 20, 2021 can be assured full consideration. Applications, nominations, and expressions of interest can be submitted in confidence to [EMUEnrollmentVP@academicsearch.org](mailto:EMUEnrollmentVP@academicsearch.org). The position is available beginning October 15, 2021.

The search is being assisted by Academic Search. Confidential discussions about this opportunity may be arranged by contacting Kate Nolde at [kate.nolde@academicsearch.org](mailto:kate.nolde@academicsearch.org), or you may schedule an appointment directly on her calendar by clicking [here](#).

*EMU does not discriminate on the basis of race, color, national or ethnic origin, sex, disability, age, sexual orientation, or gender identity in administration of its employment and educational policies, admissions policies, scholarship and loan programs, athletic or other school-administered programs. EMU's designated coordinator for matters related to nondiscrimination policies is the university provost.*