



**TEXAS A&M**  
UNIVERSITY

Invites Applications and Nominations for the Position of:

# Director, Online Enrollment Strategy and Partnerships

**Greenwood/Asher**  
& ASSOCIATES, LLC

## The Opportunity

The Office for Academic Innovation is excited to invite applications and nominations for the **Director, Online Enrollment Strategy and Partnerships** position. The Director is responsible for designing and implementing an enrollment strategy that links online education program and enrollment growth with demands in the labor market. The Director is tasked with devising a methodology to align demands and opportunities among employers, educators, and learners; and developing actionable strategies based on real-time data.

The role of Director, Online Enrollment Strategy and Partnerships is a newly created position, which affords a creative and experienced leader the chance to define a strategic way forward unique to Texas A&M University. The Director will use their expertise to hire talent and build a new team that will leverage data insights to define TAMU's opportunities for online education program and enrollment growth. The successful candidate will have the ability to work in a fluid and new unit where university goals are still being established to link to student success as a key institutional priority to achieving the teaching and learning mission of the university.

The Director, Online Enrollment Strategy and Partnerships will report to the Assistant Provost for Academic Innovation and will serve as a key member of the leadership team to provide strategic direction for the Office for Academic Innovation. This is an opportunity to make a significant impact on the nation's largest student body.

## Office for Academic Innovation

The Office for Academic Innovation (AIOL) was created in 2019 to support the university's strategic growth of distance education degrees and certificates at TAMU, as well as centrally support digitally enhanced instruction across all teaching modalities at TAMU. In 2020, AIOL was tasked with supporting remote instruction necessitated by COVID-19. Today, AIOL works in collaborative partnership with the Schools and Colleges, Branch Campuses, and McAllen Higher Education Center to continue to expand the digital reach of the university.

The Office for Academic Innovation is committed to inspiring innovation in line with Texas A&M's strategic focus on transformational teaching and learning. AIOL seeks to impact student learning by creating pathways for improved student retention in an era of digitally native students; pathways for delivery supported by the diverse education technology landscape; and pathways for enrollment that are designed to be accessible to students across the state of Texas, the nation, and world. Our iterative philosophy allows us to learn our way forward while remaining grounded in Texas A&M's traditions of excellence.

## Innovative Learning Classroom Building

The Innovative Learning Classroom Building (ILCB) at Texas A&M University is a key component of the institution's goal to build a culture of excellence in teaching and learning. The new 118,000-square-foot building houses 2,200 general purpose classroom seats across 11 classrooms. Located across two levels of the building, instructional spaces range in size from 600-seat in-the-

round arenas to 72-seat learning studios. Informal study spaces will support the formal learning environments, creating a learning landscape for students and faculty to interact across the three-story building. The building's top floor is home to three instructional support groups whose location is designed to enhance and promote active learning strategies. The Office of Academic Innovation, the Center for Teaching Excellence, and Instructional Media Services are - collocated in the building to enhance and better promote active learning pedagogies at TAMU.

## About Texas A&M University

Texas A&M opened its doors in 1876 as the state's first public institution of higher learning. Today, TAMU stands as a research-intensive flagship university dedicated to sending Aggie leaders out into the world prepared to take on the challenges of tomorrow.

Located in the heart of the Houston-Dallas-Austin triangle and within a two-hour drive of 26 million of the state's 28 million residents, Texas A&M's main campus in College Station is home to more than 69,000 students. Another 5,200 are at the branch campuses in Galveston and Qatar and at the School of Law, Higher Education Center at McAllen, and Health Science Center locations across Texas.

- > Total Enrollment (Fall 2021): **73,284**
- > First-Generation Students: **25%**
- > Undergraduates: **53,876**
- > College Station Campus: **67,133**
- > Graduate & Professional: **13,257**
- > Corp of Cadets: about **2,300**
- > Student Organizations: **1,100+**
- > Former Students: about **528,000**

With 133 undergraduate degree programs, 175 master's degree programs, 92 doctoral degree programs and 5 first professional degrees as options for study, Texas A&M is full of possibilities.

### The Path Forward

Texas A&M is in the process of a large, ambitious administrative reorganization of the university that will streamline operations to ensure the university makes the best decisions among competing priorities. *The Path Forward* will strengthen student outcomes at Texas A&M and better position the university for long-term success. Consider *The Path Forward* a compass for an institutional realignment that will help the university to continuously improve.

Read more about [The Path Forward](#).

## Texas A&M University's Mission

Texas A&M University mission is dedicated to the discovery, development, communication, and application of knowledge in a wide range of academic and professional fields. Its mission of providing the highest quality undergraduate and graduate programs is inseparable from its mission of developing new understandings through research and creativity. It prepares students to assume roles in leadership, responsibility, and service to society. Texas A&M assumes as its historic trust the maintenance of freedom of inquiry and an intellectual environment nurturing the human mind and spirit. It welcomes and seeks to serve persons of all racial, ethnic and geographic groups as it addresses the needs of an increasingly diverse population and a global economy. In the 21st century, Texas A&M University seeks to assume a place of preeminence among public universities while respecting its history and traditions.

## Texas A&M University's Core Values

The university's mission carries with it the responsibility, the traditions, and the forward-thinking of Texas A&M exemplified by all who are associated with the university —faculty and staff, and current and former students. This purpose can be defined by six core values:

- > Excellence
- > Integrity
- > Leadership
- > Loyalty
- > Respect
- > Selfless Service

## The Role of the Director, Online Enrollment Strategy and Partnerships

The Director, Online Enrollment Strategy and Partnerships will oversee the strategic direction and support staff responsible for designing and implementing an enrollment strategy that links online education program and enrollment growth with demands in the labor market. Additional key responsibilities include:

### **Strategic Leadership**

The Director, Online Enrollment Strategy and Partnerships leads the Office for Academic Innovation to create alignment between higher education credential opportunities and the labor market; and strategically positions TAMU's online degree and certificate programs to uniquely contribute to this alignment. The Director establishes a university-wide standard for using real-time labor market data to determine strategic growth in online degree and certificate programs; and demonstrates demands and opportunities among employers, educators, and learners for Texas A&M University to make data-driven decisions for tactical online education program growth. The Director engages with leadership across academic units to adopt curricular modifications that

keep pace with labor market demands, which will uniquely support the Office for Academic Innovation's mission. Evaluation of real-time labor market data will be leveraged by the Director and their team to initiate and lead the development of strategic activities to be carried out by the team. The Director regularly advises TAMU leadership of areas where strategic online program growth will position TAMU to be a leader in this space; and scales and adapts the model to ensure the methodology and strategy are inclusive of all Schools and Colleges at TAMU. The Director also reinforces the unique value of graduates from TAMU's online degree and certificate programs as a new dimension to the labor pipeline. In all marketing, promotion, and public relations communications, the Director champions student success in the digital learning environment. With oversight from the Director, their team dynamically tracks impact of activities and regularly develops strategies to ensure continuous improvement and growth.

### **Development of Partnership and Services Model**

The Director, Online Enrollment Strategy and Partnerships facilitates unique academic and industry partnerships by which online programs overcome skills or education gaps. The Director leads in-house consulting for leadership in TAMU Schools and Colleges on strategic opportunities for online degree and certificate growth. In addition, the Director contributes to university-level dialogue on best practices for distance education program delivery, inclusive of enrollment pathways, credentialing opportunities, and modes of delivery. The responsibilities of the Director include drafting justification language for new online programs as required by the Texas Higher Education Coordinating Board. The Director serves as a leader in online program delivery through strategic marketing and diverse student recruitment tactics, as well as maintains a focus on impact that Texas A&M University can have as the Land Grant institution in the state of Texas. The Director contributes to university-level dialogue on procedures and processes that encourage and market online and hybrid teaching and learning and integrate university, system, and state-level regulations into workflows as necessary. The Director functions as a key leader in championing the digital learning environment. To do this, the Director identifies learning technology partnerships that support student learning outcomes along the credential-to-employment continuum (i.e., e-portfolios, digital badging, etc.); develops connections between industry employers, third party vendors, educators, and learners for Texas A&M University to lead Academic Innovation's data-driven decisions for strategic online education program growth; and seeks funding opportunities. The Director aligns online programs identified through a data-driven methodology with the Office for Academic Innovation's Learning Projection team. The Director serves on various university and departmental committees to amplify the Office for Academic Innovation's impact, and through participation in various state and national associations and vendor conferences.

### **Development of Team**

The Director, Online Enrollment Strategy and Partnerships develops and leads a collaborative team of higher education market researchers, data analysts, and digital media experts which will support the Office for Academic Innovation's mission. In doing so, the Director creates an environment which ensures success of the team by hiring, training, mentoring, and evaluating team members. The Director manages staff to establish and implement performance standards, while seeking to achieve a favorable experience for all those who intersect with the department.

## Qualifications

### Required:

- › Bachelor's degree in Marketing, Communications, Demography, Data Analytics, or related discipline, or equivalent combination of education and experience
- › Ten years of marketing, communications, online course program marketing, or student recruitment embedded in an institution of higher education, with a minimum of three years' related leadership experience, including the hiring, supervision, and evaluation of full-time staff
- › Knowledge of software and strategies that enhance teaching and learning in a digital learning environment
- › Ability to multi-task and work cooperatively with others
- › Ability to juggle short-term and long-term tasks and responsibilities
- › Leadership and supervisory skills

### Preferred:

- › Master's degree in Marketing, Communications, Demography, Data Analytics, or related discipline.
- › A track record of contributing to a complex service unit embedded in an institution of higher education
- › Over ten years of experience designing, creating, and implementing marketing strategies
- › Professional experience in implementation as well as executive leadership
- › Project management experience in a role related to online degree programs
- › Experience implementing innovative and disruptive marketing tactics for online programs at an institution of higher education
- › Extensive knowledge and proficiency with real-time labor market data dashboards, with specific applications to online higher education
- › Experience working fostering partnerships across the higher education sector
- › Demonstrated ability to operate in a fast-paced, deadline-driven environment
- › Exceptional communication skills
- › Expert ability to speak, present, and captivate small or large audiences
- › Ability to effectively plan and execute long-term projects that make efficient use of resources, meet deadlines, achieve objectives, and maintain morale among staff and faculty partners through the process

## Nomination and Application Process

### Salary

Salary will be competitive and commensurate with qualifications and experience.

## How to Apply

Greenwood/Asher & Associates, LLC is assisting Texas A&M University in this search. Applications and nominations are now being accepted. Confidential inquiries, nominations, and application materials should be directed to Greenwood/Asher and Associates. For a full application package please provide a cover letter, CV, and list of five references. Submission of application materials as PDF attachments is strongly encouraged. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

**Please direct inquiries, nominations, and application materials to:**

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*Texas A&M University is committed to enriching the learning and working environment for all visitors, students, faculty, and staff by promoting a culture that embraces inclusion, diversity, equity, and accountability. Diverse perspectives, talents and identities are vital to accomplishing our [mission](#) and living our [core values](#).*