

University of Houston  Clear Lake

**Invites Applications and Nominations  
for the Position of:**

**Vice President  
for Strategic Enrollment Management**

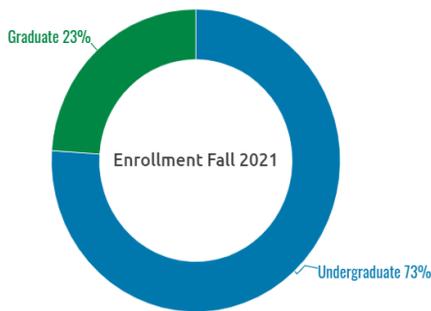
**Greenwood/Asher**  
& ASSOCIATES, LLC

## The Opportunity

The University of Houston – Clear Lake (UHCL) is seeking well-qualified, innovative, dynamic candidates for the position of Vice President for Strategic Enrollment Management. Reporting to the President, the Vice President for Strategic Enrollment Management (VPSEM) provides vision and direction for strategic enrollment management and marketing through the application of data analytics in identifying trends, development of enrollment goals and capitalization of new market opportunities in formulating and sustaining the overall UHCL strategic enrollment management initiative that is aligned with the mission, academic vision, and strategic management plan of the institution.

The Vice President for Strategic Enrollment Management (VPSEM) serves as a member of the UHCL Executive and Senior Leadership Teams. Supervising a staff of approximately 60 employees and in consultation and collaboration with UHCL stakeholders, and in alignment with the institution's mission and strategic plan, the Vice President will design, implement, and monitor enrollment targets, recruitment objectives, tactics, and strategies to advance and enhance the institution's strategic enrollment management and marketing plans. To support UHCL's Hispanic Serving Institution (HSI) designation and academic programs, the Vice President must identify and focus on enrollment management and marketing programs and initiatives that embrace and enhance the diversity of the UHCL student body.

**Enrollment**  
Fall 2021

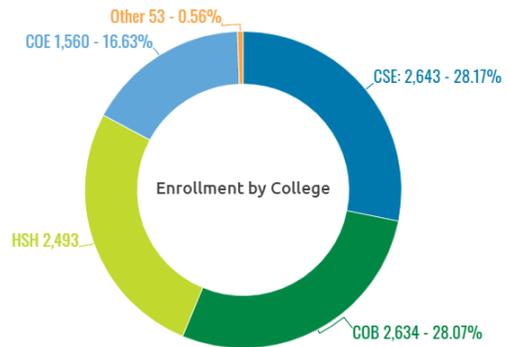


Undergraduate: 6,847 (72.97%) | Graduate: 2,536 (27.03%)

Full-time: 4,659 | Part-time: 4,724

Total headcount: 9,383

**Enrollment by College**



Other: 53 (0.56%)  
 CSE: 2,643 (28.17%)  
 COB: 2,634 (28.07%)  
 HSH: 2,493 (26.57%)  
 COE: 1,560 (16.63%)

Through collaboration with the Provost, Deans, and faculty, the Vice President will develop and incorporate recruitment plans and strategic enrollment initiatives that attract and support freshman, graduate, international, adult learners, and transfer students. In collaboration with the Provost and Vice President of

Administration and Finance (VPAF), the VPSEM will facilitate enrollment and retention initiatives using data analysis, enrollment forecasting, and industry best practices. The Vice President will partner with community colleges in the region and state to develop strategic enrollment management plans to attract a greater number of transfer students. With the collaboration of the VPAF, Executive Director of Financial Aid, and the Registrar, the Vice President will ensure financial aid optimization, alignment of enrollment management initiatives with funding practices, and compliance with all federal and state regulations related to aid funding. The Vice President for Strategic Enrollment Management also is responsible for the leadership, management and supervision of the Office of Admissions, Office of Student Financial Aid, Office of the Registrar, Student Administration Systems, Student Enrollment Center and Enrollment Communications.



## The Role of the Vice President for Strategic Enrollment Management

The successful candidate will be an experienced and compassionate leader who has expertise in identifying and executing strategic enrollment management and marketing programs and initiatives that embrace and enhance the diversity of the UHCL student body, including UHCL's designation as a Hispanic Serving Institution and a focus on recruiting in historically underrepresented markets, and are aligned with the strengths of UHCL's academic programs.

The Vice President for Strategic Enrollment Management is responsible for:

- The development, oversight and management of all UHCL strategic enrollment, recruiting and related marketing programs through data-informed decision-making and use of predictive analytics that support the design, implementation and monitoring of the strategic enrollment management plan, including assessing and developing targeted markets and the undergraduate and graduate level, recruitment objectives, tactics and strategies in consultation with UHCL stakeholders;
- The development and incorporation of the strategic enrollment management initiatives and recruiting plans for first time in college students, transfer students, graduate students and adult learners through collaboration with the provost, deans and faculty that accentuates current academic and continuing education programs and adds programs identified through analytic applications, especially at the undergraduate level, including degree completion opportunities;
- The development and incorporation of separate strategic enrollment management recruiting initiatives to increase the number of transfer students through intentional partnerships with community colleges in the region and state; and

- Working in collaboration with the Director of Financial Aid, Vice President for Administration and Finance and Registrar to ensure financial aid optimization to drive net revenue per students and funding practices and initiatives are in alignment with the strategic enrollment management initiatives and in compliance with all federal and state regulations related to aid funding.

## Professional Qualifications and Personal Qualities

The ideal candidate will have the following professional qualifications and personal characteristics:

### **Required:**

- A Master's degree in any closely related field;
- Progressive senior leadership experience in recruitment, admissions, strategic enrollment management, data analytics, retention and marketing at an institution of higher education;
- Ability to engage in strategic enrollment planning, data and trend analysis;
- Demonstration of administrative and management skills;
- Ability to effectively represent the University with external and internal audiences and stakeholders;
- Ability to lead, motivate, and mentor staff;
- Demonstration of excellent analytical, problem-solving, and decision-making skills;
- Demonstration of experience with CRM systems and budget oversight; and
- Demonstration of experience in financial aid and admissions operations.

### **Preferred:**

- Doctorate or terminal degree in any closely related field;
- Experience with current technologies, platforms and strategic enrollment management methodologies for recruiting traditional undergraduates, minority and first in college students and adult and graduate students.



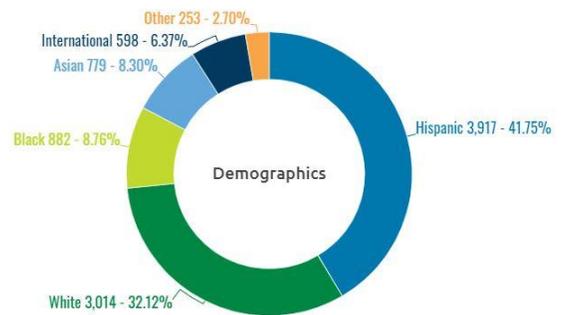
9100+  
students

75k+  
alumni

90+  
degree programs

## Demographics

Fall 2021



Hispanic: 3,917 (41.75%)  
White: 3,014 (32.12%)  
Black: 882 (8.76%)  
Asian: 779 (8.30%)  
International: 598 (6.37%)  
Other: 253 (2.7%)

## About The University of Houston – Clear Lake (UHCL)

Nestled on a 524-acre wildlife and nature preserve, University of Houston-Clear Lake has become a cornerstone of higher education along the upper Gulf Coast of Texas. Since opening its doors in 1974, the University has awarded degrees to more than 75,000 alumni.

UH-Clear Lake emphasizes high academic standards through teaching, research and community service and delivers outstanding educational opportunities in a traditional classroom setting using the latest instructional technologies, as well as cutting-edge distance learning.

The Colleges of Business, Education, Human Sciences and Humanities, and Science and Engineering offer more than 90 undergraduate and graduate degree programs. In 2007, the university began offering its first doctoral degree, the Doctor of Education in Educational Leadership. Two additional doctoral degrees were added in 2014 and 2015: the Doctor of Education in Curriculum and Instruction and the Doctor of Psychology in Health Service Psychology.

In its short history, UHCL has earned a distinctive reputation as a community-minded, partnership-oriented university. UHCL has developed partnerships with area businesses, organizations, schools, and individuals that enhance the region's educational, economic, cultural, scientific, and professional environment.

For four decades, the University filled a vital niche in higher education, specializing in junior and senior undergraduate and graduate-level programs. In 2011, the University gained approval from the state to add freshman- and sophomore- level courses to its roster and welcomed its first freshman class in fall 2014.

Extensive class offerings and programs attract more than 9,000 students during the fall and spring semesters, with many of them enrolled in graduate courses. As more than 80 percent of its undergraduate student population transfers from local community colleges, UHCL has developed strong partnerships with San Jacinto College, Alvin Community College, Houston Community College, and others to support transfer students and help them attain their bachelor's degrees at UHCL.

In May 2022, Dr. Richard Walker was appointed by Chancellor Renu Khator to become the sixth president to lead the University of Houston-Clear Lake (UHCL). Dr. Walker was appointed interim president at UHCL in October 2021 and served as Vice Chancellor and Vice President for Student Affairs and Enrollment Services at the UH System and the University of Houston. Dr. Walker has 40 years of experience in higher education, at both public and private institutions. He has also served as an instructor for the Higher Education Leadership and Policy Studies program within the Department of Educational Leadership and Policy Studies in the College of Education at the University of Houston.

UHCL continues to expand in order to further its mission. UHCL Pearland opened in 2010, a 30,956 square-foot facility, designed to connect the growing community to quality undergraduate and graduate programs. Students pursuing a degree from UHCL's health care programs receive their education in the Texas Medical Center. One of the leading centers of healthcare research and delivery around the globe, the Texas Medical Center gives UHCL the opportunity to offer healthcare-related degrees to working professionals. In January 2019, the University opened the Health Sciences and Classroom Building, the second building at UHCL Pearland. The Main Campus is also growing. In August 2018, the University opened two new buildings: the Science, Technology, Engineering and Math (STEM) and Classroom Building, and the Recreation and Wellness Center. The following year (2019), UHCL opened its on-campus residential dorm. To learn more about the University, please visit <https://www.uhcl.edu/>.

### **Mission**

The University of Houston-Clear Lake places its highest priority on serving a diverse body of students in every aspect of their university experience. UHCL's teacher scholars provide high quality, student-centered undergraduate and graduate programs that prepare students to thrive in a competitive workplace and to make meaningful contributions to their communities. UHCL fosters critical thinking and lifelong learning through a strong legacy of vibrant community partnerships complementing its historical focus on teaching, research, creative activity, and service.

## Vision

The University of Houston-Clear Lake will lead as a learner-centered university dedicated to achieving national prominence in transformative education grounded in creative activities, innovative research, and community partnerships that serve regional, state, and global locations. UHCL launches your future!



## About the University of Houston System

The University of Houston System is the fourth-largest university system in Texas and has more than 70,000 students in its four universities. The System comprises the University of Houston, its flagship university; the University of Houston-Clear Lake; the University of Houston-Downtown; and the University of Houston-Victoria. The Chancellor of the UH System serves simultaneously as President of the University of Houston, and the System is governed by a Board of Regents appointed by the Governor of Texas.



## Bay Area Houston

Midway between Houston and Galveston, the region known as "Bay Area Houston" comprises 14 cities and five school districts. Home to NASA, many Fortune 500 companies, the Kemah Boardwalk, award-winning restaurants, and so much more, the selected candidate will discover an environment where professional satisfaction and career achievement are paired with optimal quality of life. Major industry sectors within Bay Area Houston include aerospace, healthcare, biotechnology, specialty chemicals, tourism, advanced manufacturing, and maritime.

The Bay area is also a quick drive to Houston, the fourth largest city in the United States, has a population of more than 4 million. Its residents, representing a variety of cultures, contribute to Houston's strong international orientation in the arts, entertainment, commerce, and education. From multi-cultural extravaganzas such as the Houston International Festival and the Houston International Film Festival in the spring to the Italian, Caribbean, Greek, Hispanic, Mediterranean and Egyptian festivals in the fall, international students will find numerous diversions that remind them of home. The city also offers a broad variety of ethnic cuisines, such as Chinese, Ethiopian, Bangladeshi, Greek, Indonesian, Indian, South American, Japanese, Persian, Mexican and Thai. Between festivals and dining at a favorite ethnic restaurant, the international student can also enjoy the traditional performing arts. Houston is home to permanent companies such as The Houston Grand Opera, The Houston Symphony, The Houston Ballet, and The Alley Theater and The Ensemble Theater. To those seeking sports and entertainment options, Houston is home to the Houston Livestock Show and Rodeo, the largest livestock exhibition and rodeo in the world, and five professional major league teams: the Houston Astros (MLB), Houston Texans (NFL), Houston Rockets (NBA), Houston Dynamo FC (MLS), and Houston Dash (NWSL).

# Nomination and Application Process

## Salary

Salary will be competitive and commensurate with qualifications and experience.

## How to Apply

Greenwood/Asher & Associates, Inc. is assisting the University of Houston – Clear Lake in this search. Applications and nominations are now being accepted. **For a full application package, please submit a cover letter, CV, and list of five references.** Confidential inquiries, nominations and application materials should be directed to Greenwood/Asher and Associates. 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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Vice President & Managing Partner, Kelly  
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*The policy of University of Houston-Clear Lake (UHCL) is to ensure equal opportunity in all its educational programs and activities, and all terms and conditions of employment without regard to age, race, color, disability, religion, national origin, veteran's status, genetic information, or sex (including pregnancy), except where such a distinction is required by law. Additionally, UHCL prohibits discrimination in all aspects of employment and educational programs on the basis of sexual orientation, gender identity, or gender*