



Invites Applications and Nominations for the Position of:

Vice President of Enrollment Management Services



The Opportunity

The newly appointed president of Baker College invites dynamic, thoughtful, and innovative leaders to join the leadership team. The new president's vision is ambitious, forward-thinking, and dedicated to a Student-First philosophy. Reporting directly to the president, the Vice President of Enrollment Management Services will play a critical role in advancing the new vision. As a member of the president's cabinet, the vice president will provide system-wide strategic visionary leadership and foster a culture of inclusion, engagement, and belonging that inspires students, faculty, and staff to flourish.

The Role of the Vice President of Enrollment Management Services

The Vice President of Enrollment Management Services is responsible for developing a comprehensive, innovative, and visionary strategy that encompasses recruitment growth for undergraduate and graduate programs. The plan will include strategies that outline short and long-term enrollment growth goals; efficiently and effectively manage prospects, leads, and applicants that maximize conversation; encompass team building, recruitment, training, mentoring, and coaching of internal and territory recruiters; identify and leverage technology to support recruitment efforts; identify marketing and communication tactics; and develop recruitment approaches for personas that represent traditional, non-traditional, transfer, and newly identified markets.

The new vice president is an engaging, thoughtful, and transparent leader committed to diversity and will work collaboratively and collegially with various constituencies across the system to advance the president's vision in support of the college's mission and strategic plan. Specifically, they will work closely with the Vice President for Marketing and Communications to develop strategic marketing campaigns and resources.

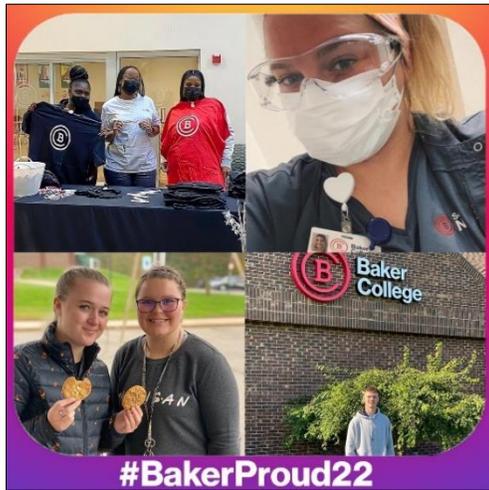


The newly appointed leader has an opportunity to build a high-functioning team, redefine success and make a meaningful impact that will transform the institution and positively affect our students and the communities we serve.

Role and Responsibilities / Essential Job Functions

- Establishes and implements a strategic, comprehensive enrollment plan for the college and its various related components, to include Admissions, Office of the Registrar, and Student Financial Aid.
- Works closely with various constituencies to shape the incoming class by being an expert in identifying enrollment trends; leveraging data analytics and predictive modeling; pinpointing financial aid packaging strategies that support recruitment and student success; holding information and recruitment events.

- Defines success through key performance indicators and measurable outcomes in order to transform the institution and positively affect our students and the communities we serve.
- Directs and oversees the development of recruiting strategies and enrollment programs to enhance student-institution fit and successful student transition to the college.
- Leads all recruitment, retention, and completion efforts by creating innovative enrollment strategies to sustain and grow student enrollment for the college.



- Plans, develops, and implements strategies for generating resources and/or revenues for the college through student enrollment and retention.
- In collaboration with the enrollment management team, designs, executes and assesses a comprehensive annual recruitment and retention plan that includes outreach to conferences, exhibits, events, colleges and universities, diverse populations and cultural groups as well as strategic partnerships.
- Designs, establishes, and maintains an organizational structure and staffing to effectively accomplish the college's goals and objectives; oversees recruitment, training, supervision, and

evaluation of department staff.

- Establishes and implements short- and long-range strategic plans, objectives, policies, and operating procedures; monitors and evaluates programmatic and operational effectiveness, and effects changes required for improvement.
- Develops and manages annual budgets for the college and performs periodic cost and productivity analyses.
- Ensures compliance with applicable federal (e.g. Title IX), state, and local laws, policies, and regulations in relation to board and college policies, including reports as required in the areas of resource allocation and management systems.
- Participates in the review, development, and establishment of general College policies and procedures as a member of the Executive Leadership Team.

Qualifications and Education Requirements

- Master's degree in education, higher education, public administration or a related field required.
- Minimum of 10 years of experience directly related to the duties and responsibilities specified.
- Senior level experience in enrollment management required.

Required Skills

- Demonstrated understanding of, and a commitment to the college mission and purpose, teaching and learning, high academic standards and student success.
- Must be a transparent, approachable, thoughtful leader skilled at building relationships.

- Must have evidence of being able to develop and maintain collaborative teams and positive work environments.
- Ability to work effectively with ethnic, cultural, and socially diverse student populations colleagues and other stakeholders.
- Possess employee development and performance management skills.
- Possess exceptional interpersonal skills and the ability to interact and work effectively with administrators, academic leadership, faculty, students, community leadership, public officials, funding agencies, and members of the community at large.
- Possess extensive knowledge of enrollment management theory and practice.
- Possess knowledge of marketing and outreach principles, strategies, and techniques.
- Possess advanced analytical, evaluative, and objective critical thinking skills.
- Ability to analyze complex problems, interpret operational needs, and develop integrated, creative solutions.
- Skilled in program planning, examining and re-engineering operations and procedures, formulating policy, and developing and implementing new strategies and procedures at an institute of higher education.
- Ability to lead and manage change.
- Possess advanced verbal and written communication skills and the ability to present effectively to small and large groups.
- Excellent written and verbal communication skills and a demonstrated ability to provide exceptional customer service.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages.
- Knowledgeable and proficient in computer skills, which allows for the use of computer related technology.
- Proficient in Microsoft Office programs.



About Baker College

Established in 1911, Baker College is the largest independent non-profit college in the state of Michigan with the most focused approach to education and training available. Baker College believes in cultivating a culture of valuing employees and maintaining a progressive brand as an employer. They are committed to build organizational capacity through a diverse, talented, high performing and engaged workforce.

They have the honor, opportunity, and responsibility of changing lives through education and are in the business of helping people achieve their dreams. They accomplish this by taking care and pride in everything that they say and do and by having commitment to processes, procedures and personal interactions that measure up to the highest standards.

Baker serves students through campuses and extension sites located throughout Michigan and online, including the newest flagship institution in Royal Oak. Baker is fully accredited and offers many programs in the fastest growing fields, such as business, health science, nursing, IT, and engineering, with convenient scheduling and 24/7 accessibility online.

Mission, Vision, and Core Values

Mission Statement

Our mission is our *reason for being* and what we work to accomplish every day as an institution.

The mission of Baker College is to provide an inclusive, innovative, and transformative educational experience which allows students to positively impact their lives and the world around them.

Vision

Our vision is an aspirational outlook on what Baker College will accomplish *now* and in the *future*.

Creating better futures, one student at a time.

Core Values

Our core values influence *everything we do* at Baker College – supporting our vision and defining our institutional culture.

- Integrity
- Caring
- Inclusiveness
- Innovation
- Social Responsibility

#16 in Social Mobility
US News & World Report

#60 Top Online College
News Week

Exemplary Status
Online Learning Consortium

Best College in Michigan
Intelligent.com

Why Work at Baker



Baker is committed to helping those who are dedicated to creating a better future for themselves and the world around them. They're looking for individuals who share a similar vision for their own lives. As a Baker employee, you'll be making a difference every single day by helping the next generation of professionals prepare for great careers. Together, we can make great things happen.

Please visit Baker.edu for more information. [BakerProud!](#)

Our College strives to be exemplars in the practice of diversity, equity, and inclusion by working in communion with multiple levels of professional representation throughout our college system. We are committed to our initiatives to fully understand how we can advance our levels of diversity, equity, and inclusion and create a culture that values student, staff and faculty engagement in addressing issues of diversity and inclusiveness.

Our College is an Equal Opportunity Employer. We seek a workforce with a wide range of perspectives and experiences, we provide opportunities to applicants and employees without regard to race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, or genetic information.

Please visit our [DEI Page](#) for more information.

Benefits

Baker College offers a robust health benefits package to its employees. Baker College has gone to great lengths to maintain our reputation of providing affordable health care benefits to their employees even throughout all of the changes in our country.

Baker College offers full-time employees health insurance effective 30 days from the employee's full-time start date. Full-time employees have the opportunity to enroll in an ASR Health Benefits PPO program with no premium charge to the employee for the plan, which includes medical, prescription, hearing, dental, and vision coverage. Baker College also offers the following benefits: term life insurance; short-term and long-term disability insurance, flexible spending account, long term care insurance, pension, annuities, and tuition waiver.



Baker College strongly believes in a health work/life balance for their employees and offers a flexible work policy.

Diversity, Equity, and Inclusion

Baker encourages and welcomes diversity, recognizing it as a key competitive advantage. By creating a supportive environment that allows everyone to perform to their potential, they achieve success, and that success reflects the quality of their employees.

The value of different backgrounds and perspectives should not be overlooked. Having a diverse workforce assists Baker in looking at all situations from a variety of angles and coming up with innovative ideas and solutions. Embracing and understanding what each employee's background and perspective can allow Baker to progress more quickly than their competitors.

The City of Royal Oak and Metro Detroit

The home of Baker's newest flagship institution, Royal Oak is conveniently located near several major thoroughfares and the Detroit Metropolitan Airport. It has maintained the appeal of a small town, while affording many of the amenities of a large metropolis.



Named by TIME as one of the World's Greatest Places for 2022, the art of the comeback is on full display in Detroit, with a vibrant art and culinary scene, a re-energized entertainment district and rich history on display at destinations including the Detroit Institute of Arts, Motown, and the Henry Ford. Shopping, family attractions, and recreation areas abound in the metro Detroit region.

Nomination and Application Process

Salary

Salary will be competitive and commensurate with qualifications and experience.

How to Apply

Greenwood/Asher & Associates, LLC is assisting Baker College 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:

Jeremy Duff, Vice President of Executive Search
jeremyduff@greenwoodsearch.com

Julie Schrodt, Senior Executive Search Consultant
julieschrodt@greenwoodsearch.com

Baker College is an Equal Opportunity Employer. We seek a workforce with a wide range of perspectives and experiences, we provide opportunities to applicants and employees without regard to race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, or genetic information. Please visit our [DEI Page](#) for more information.

The material presented in this leadership profile should be relied on for informational purposes only. This material has been copied, compiled, or quoted in part from Baker College documents and personal interviews and is believed to be reliable. While every effort has been made to ensure the accuracy of this information, the original source documents and factual situations govern.