



# **VICE PRESIDENT FOR ENROLLMENT MANAGEMENT**

— **LEADERSHIP PROFILE** —

## THE OPPORTUNITY

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John Carroll University, a Jesuit Catholic university in University Heights, Ohio, seeks an experienced, innovative, and collaborative Vice President for Enrollment to join the senior leadership team at a pivotal time for the institution. The Vice President will serve as chief undergraduate enrollment officer and a key university leader.

The successful candidate will provide strategic and visionary leadership for the University with responsibility for ambitious, yet realistic growth targets for undergraduate enrollment.

The Vice President will bring an established personal record in enrollment management and foster a deep appreciation for a Jesuit Catholic education in order to create, implement, and evaluate a comprehensive enrollment strategy that advances John Carroll's place in a highly competitive educational landscape.

Reporting directly to President Al Miciak, the role advises the president, campus leaders, and key University stakeholders on all enrollment-related matters.

## ABOUT JOHN CARROLL UNIVERSITY

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John Carroll University is a private, co-educational, Jesuit Catholic university providing rich and rigorous programs in the liberal arts, sciences, healthcare, and business at the undergraduate level and in select areas at the graduate level.

John Carroll's leadership makes a simple promise to students: *The future will not surprise you. YOU will surprise the future.*

John Carroll University includes the College of Arts and Sciences, the John and Mary Jo Boler College of Business, and the Graduate School. The newly announced Bachelor of Science in Nursing is the latest addition to the academic portfolio and a step toward a future College of Health Sciences. All told, students can choose from more than 70 majors, minors, concentrations, and fifth-year options within the academic portfolio. The university supports a full time faculty of 160 and staff of 359.

True to its mission and vision, the university is dedicated to preparing people for *Inspired Futures* by graduating individuals of intellect and character who

lead and serve by engaging the world around them and around the globe. To prepare students for the work of the future in an increasingly complex world, John Carroll University strives to create an inclusive community committed to social justice where differing perspectives and experiences are valued as opportunities for mutual learning.

Located 10 miles from Downtown Cleveland, John Carroll University is situated in the residential eastern suburb of University Heights. The 60-acre campus is in the midst of a modernization, with construction underway on two Nursing labs, an Athletics, Wellness, and Events Center (Fieldhouse), a multi-phase renovation of the Grasselli Library, Schott Dining Hall, and key residence halls, and a scheduled renovation of the D.J. Lombardo Student Center in Summer 2023.



### OUR UNDERGRADUATE STUDENTS:

- 2,615 undergraduate students from 36 states and 15 countries
- 81% residential and 19% commuter
- More than 600 student athletes across 24 varsity sports
- 11% first generation
- 19% racial/ethnic diversity
- 100+ student organizations
- Eight on-campus residence halls



### OUR ALUMNI:

- 45,000+ alumni worldwide
- 500+ businesses in Northeast Ohio are owned or led by JCU alumni
- 500+ alumni working at the Cleveland Clinic
- 40+ alumni coaching or working in the front office of NFL teams



### OUR RANKINGS:

- No. 2 in the Midwest among Regional Universities by U.S. News & World Report
- No. 3 in Most Innovative Schools
- Boler College of Business holds dual AACSB accreditation for accountancy and business, a distinction held by just 2% of institutions globally



# THE ROLE OF THE VICE PRESIDENT FOR ENROLLMENT MANAGEMENT

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The Vice President for Enrollment Management is a member of the Senior Leadership Team (SLT), which also consists of the: provost and academic vice president, vice president for university advancement, vice president of diversity, equity, inclusion, and belonging, vice president for finance and administration, vice president for mission and identity, vice president for student affairs, general counsel, special assistant to the President, assistant vice president of marketing and communications, assistant vice president for human resources, and senior director of athletics.

The new Vice President will lead a team of 31 employees across admissions, enrollment operations, and student enrollment and financial services with 3 direct reports including:

- Assistant Vice President, Student Enrollment and Financial Services
- Assistant Vice President, Enrollment Operations and Analytics
- Director of Freshman Admission

## THIS PROVEN LEADER WILL:

- Serve as a visionary leader for John Carroll University's enrollment management division with a demonstrated ability to galvanize a team around a common goal;
- Be a key ambassador for the power and value of the John Carroll University experience in all arenas;
- Build a strong culture by fostering a stable, cohesive, and transparent environment;
- Bring an innovative approach to the work with an appreciation for the unique needs of the modern student;
- Design, implement, and monitor the University's enrollment plan including enrollment targets, recruitment objectives, and financial aid targets;
- Develop strong, collaborative relationships with key stakeholders including the enrollment management division, campus leaders, faculty, staff, alumni, and the board of directors to achieve enrollment goals;
- Identify emerging markets in order to attract an academically talented and diverse student body that includes traditional and non-traditional undergraduate, transfer, and international students;
- Oversee the implementation of innovative financial aid strategies and policies, leveraging of financial aid, pricing, and related issues to optimize the use of federal, state and institutional resources in the recruitment and retention of students;

- Advance the University’s academic programs in partnership with faculty, deans, and administration;
- Enhance messaging and outreach through a multi-media, multi-layered communication strategy in partnership with University Marketing;
- Lead an integrated outreach program that engages key campus stakeholders to best position the university to prospective students and families to grow market share;
- Confidently serve as an advocate for enrollment and financial aid trends, as well as compliance issues;
- Take calculated risks and lead change within an evolving and ambitious environment;
- Possess emotional intelligence and multicultural competence in order to engage and promote a culture of Inclusive Excellence effectively.

## QUALITIES AND QUALIFICATIONS

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Candidates for this position should have significant experience, with increasing responsibility, in enrollment management, admissions, and financial aid. An advanced degree is preferred.

In addition, candidates must possess a strong appreciation for a private, faith-based education and should demonstrate the following characteristics, skills, abilities and understanding:

- Strategic mindset with an ability to execute and implement new and creative ideas that enhance the quality of the student body, improve retention and leverage the awarding of financial aid while increasing selectivity and diversity in admission;
- Demonstrated success in recruiting and enrolling students from diverse populations in all of its forms;
- An ability to maintain an integrated recruitment approach that makes effective use of data analytics to inform decisions within a “high touch” recruitment model;
- Accountability, visibility, and willingness to create an environment of transparency;
- Possession of strong interpersonal skills for communicating with prospective students, their families, campus colleagues, counselors, board of directors, and alumni;
- High level knowledge of market demographics, demands, and trends to help inform program development;
- Appreciation for the nuances of recruiting prospective students while attending to the ongoing needs of current students through innovative financial aid and retention efforts;
- Demonstrated ability to build, enhance, and nurture relationships with colleagues across campus, especially those involved in the recruitment and retention of students;
- Ability to plan strategically and analyze effectively with budgeting and financial acumen;

- Interest in representing, understanding, and supporting John Carroll's Jesuit Catholic mission to inspire individuals of intellect and character to learn, lead, and serve in the community and throughout the world;
- Demonstrated ability to build and lead effective, diverse management teams, including mentoring and developing staff;
- Capacity to develop and refine the University's competitive aid packages to achieve net revenue and enrollment goals;
- Knowledge of NCAA Division III regulations and a demonstrated ability to partner with athletics in the recruitment of student-athletes;
- Experience and knowledge in graduate, transfer and non-traditional student recruitment and enrollment;
- Innovative, creative and flexible spirit with personal warmth and approachability;
- Ability to make immediate contributions to a forward thinking and quickly moving culture.

## ABOUT THE PRESIDENT, ALAN R. MICIAK, PH.D.



Dr. Alan Miciak became President of John Carroll University on June 1, 2021. Prior to his appointment, Dr. Miciak led the John M. and Mary Jo Boler College of Business at John Carroll University as Dean.

Under Dr. Miciak's leadership, the Boler College of Business developed new programs and facilities and led the successful Inspired Lives capital campaign for the college. He also led an effort to increase engagement with regional employers and to connect students' academic success with the future of work. More information about President Miciak's vision and goals can be found at <https://jcu.edu/president>

## ABOUT CLEVELAND, OHIO

Known as the Forest City, Cleveland has experienced a renaissance in the last decade thanks to significant investments in infrastructure, jobs, and the downtown experience. The Cleveland Metropolitan Area is made up of five counties and has a population of more than two million people. Cleveland is home to many cultures, ethnicities, nationalities, and diverse neighborhoods.



Top rated attractions include the Rock & Roll Hall of Fame, Cuyahoga Valley National Park, 14 Cleveland Metroparks Reservations, the beaches of Lake Erie, and three major sports franchises: the Browns (NFL), the Cavaliers (NBA), and the Guardians (MLB).

## PROCEDURE FOR CANDIDACY

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Inquiries and nominations are invited. Please contact search chair Mike Scanlan, Assistant Vice President of Marketing and Communications, with questions or referrals at [mscanlan@jcu.edu](mailto:mscanlan@jcu.edu).

Interested candidates should complete an application and upload a resume/curriculum vita, a cover letter of application that addresses the responsibilities and requirements described in the Leadership Profile, and the names and contact information of three references. Please visit our website via this link to apply: <https://jcu.peopleadmin.com/postings/2798>

Review of applications will begin immediately and will continue until the position is filled. Candidates will be notified prior to the University contacting any references.

John Carroll University values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status, or any other status protected by law.

## JOHN CARROLL UNIVERSITY DIVERSITY STATEMENT

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In keeping with our Jesuit commitment to a faith that does justice, John Carroll University commits to a welcoming climate of inclusion, compassion, and respect through genuine encounter, solidarity, and care for the whole person.

We welcome individuals of all identities and experiences including, but not limited to, age, (dis)ability, ethnicity, gender identity or expression, nationality, race, religion or spiritual affiliation, sexual orientation, socioeconomic background, veteran status, and other forms of human difference.

We seek to enable all members of the John Carroll community to fully realize their potential in an environment that recognizes both the distinctiveness of each person's experience and the common humanity that unites us all.

Our pursuit of inclusive excellence embraces the richness of ideas and experiences that each person brings to the University, taking full advantage of everyone's talents, skills, backgrounds, and perspectives.

We seek to reflect and respect all dimensions of diversity in our leadership; recruitment, retention, and employment practices; our curriculum, co-curriculum, and training programs; and in our climate across all campus activities.

As a Jesuit Catholic University, we respect the dignity of the human person and expect all members of our community to do the same by honoring the values expressed here and by demonstrating a genuine willingness to move from an awareness and tolerance of difference towards empathy, acceptance, and advancement.

