



Vice President for Enrollment Management **Position Announcement**

Position Overview

The University of Maine seeks a creative and accomplished leader for the position of Vice President for Enrollment Management (VPEM). The VPEM is the University's chief enrollment strategist, reporting directly to the Executive Vice President for Academic Affairs and Provost, and the President. The VPEM is responsible for providing strategic and innovative leadership in all facets of institutional initiatives and operations related to enrollment management. Responsibilities include direct leadership for undergraduate recruitment, admissions, and student financial aid, including student employment. Based at the flagship campus in Orono, Maine, the VPEM also leads enrollment management at UMaine's regional campus, the University of Maine at Machias. The VPEM coordinates closely with colleagues engaged in recruitment of international, graduate and professional, non-degree, and online students. The VPEM serves as a member of the President's Cabinet and as a partner with the academic deans, the Vice President for Finance and Administration, and other university leaders in developing short and long-range enrollment goals, marketing strategies, policies, and operating procedures. A start date of approximately July 1, 2023 is desired.

The University of Maine

The University of Maine is a dynamic and distinguished university that draws students from across the world and is home to researchers with an international reputation. It offers comprehensive first-class resources and programs within the welcoming context of a historic campus. It celebrated its 150th anniversary in 2015. In early 2022, the university was recognized with a Carnegie R1 designation. UMaine is the state's only land-grant, sea-grant, and space-grant university. It has the only NCAA Division I athletics program in the state. The University of Maine is home to Maine's largest liberal arts college and one of the nation's oldest Honors programs. The Ferland Engineering Education and Design Center opened in August 2022, and will help support initiatives within UMS TRANSFORMS, a \$240 million challenge grant from the Harold Alfond Foundation—one goal of which is to double the number of graduates in engineering and computing fields within a decade. The University of Maine at Machias offers programs in business, education, and the liberal arts and sciences at its coastal campus, about two hours east of Orono. The University of Maine is the largest institution within the University of Maine System, which operates under a single unified accreditation from the New England Commission of Higher Education (NECHE). For more information about the University of Maine and its regional campus, visit <https://umaine.edu/about/quick-facts/> and www.machias.edu.

In the decade prior to fall 2022, UMaine exceeded enrollment expectations in the competitive market of New England, gaining 9.2% (student FTE) over that time despite challenging state demographics in recent years. Out-of-state undergraduate enrollment grew substantially during that period, although the

majority of UMaine undergraduates continue to be from Maine. The entering class in fall 2022 was below projections. “Early college” enrollment by Maine high school students has grown in recent years, both at the Orono campus and in Machias, while the overall student population at the Machias campus has declined. In collaboration with college deans and others, UMaine’s Enrollment Management offices employ a robust variety of recruitment and financial aid tools to attract and retain students. Over \$4.5M in philanthropically-supported scholarships are available to supplement university-funded financial aid each year. A strategic plan for enrollment management is currently in development. For position-specific information about the University of Maine, the University of Maine at Machias, and the University of Maine System, please visit: <https://umaine.edu/provost/vpem-search/>.

The University of Maine offers a [wide range of benefits](#) for employees including, but not limited to, tuition benefits (employee and dependent), comprehensive insurance coverage including medical, dental, vision, life insurance, and short and long term disability as well as retirement plan options. As a former NSF ADVANCE institution, the University of Maine is committed to diversity in our workforce and to dual-career couples.

Employees in the University of Maine System are required to comply with UMS COVID protocols which currently include, but are not limited to, being vaccinated, obtaining a qualified vaccination exemption, and/or participating in regular COVID testing. Further information can be found on our [Together for Maine website](#).

Qualifications

The next Vice President for Enrollment Management should have at least a bachelor’s degree, with advanced education, such as a master’s degree or earned doctorate, preferred. The successful candidate should provide evidence of broad-based knowledge, experience, and progressively responsible leadership positions in higher education and enrollment management. A demonstrated ability to set and achieve measurable goals is essential, as is a record of effective collaboration and team-building. Crucially, the successful candidate must have the ability to make strategic decisions based on analysis of financial, demographic, and other enrollment-related data. The VP EM must be able to articulate to multiple stakeholders the value and mission of public higher education, including education in the liberal arts and sciences and the benefits of undergraduate study at an R1 university. The University is especially interested in candidates with a record of success in recruiting a diverse student body. Other preferred characteristics include:

- Experience recruiting international students, non-traditional students, and/or online students
- Familiarity with recruitment at a branch or regional campus
- Experience effectively managing a financial aid budget and overseeing compliance with federal student aid regulations
- Experience with successful marketing using contemporary communication tools, tactics, and metrics
- Record of effective, coordinated work within a multi-institutional university system.
- Evidence of ability to improve operational efficiency and enhance professional development across a multifaceted organization, with appropriate selection and use of software systems to support the work.
- Record of productive collaboration with community college partners and with PK-12 schools and districts. Exceptional written and oral communication skills, including the ability to make effective public presentations
- Demonstrated commitment to outstanding customer service in all aspects of enrollment management

Applications and nominations

To apply, go to <https://umaine.hiretouch.com/job-details?jobid=78875>, complete the application form, and upload the following:

- A detailed letter describing your interest in and preparation for the position, with specific reference to the qualifications above.
- A current CV
- Names and contact information for at least five professional references. References will not be contacted without prior permission from the applicant.

For questions about the search, to nominate a candidate, or to discuss the position confidentially, email Dean Emily Haddad, search committee chair, at emily.haddad@maine.edu.

The position will remain open until filled. Candidates are encouraged to submit materials no later than January 3, 2023, to be assured full consideration. Incomplete applications cannot be considered.

All University of Maine System employees are required to comply with applicable policies and procedures, as well as to complete applicable workplace related screenings, and required employee trainings, such as Information Security, Safety Training, Workplace Violence and Sexual Harassment. Appropriate background checks will be required.

The University of Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran's status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding non-discrimination policies: Director of Equal Opportunity, 101 Boudreau Hall, University of Maine, Orono, ME 04469-5754, 207.581.1226, TTY 711 (Maine Relay System).