



# COKE R

## UNIVERSITY

*Inviting Applications and Nominations for*

## Associate Vice President for Enrollment

**COKE R UNIVERSITY**, a student-centered, comprehensive university in South Carolina, seeks a dynamic, data-driven recruitment and admissions administrator to serve as **ASSOCIATE VICE PRESIDENT FOR ENROLLMENT**. Reporting to the Vice President of College Experience and Chief Communications Officer, the Associate Vice President for Enrollment provides strategic leadership, supervision, and direction to maximize and sustain academic enrollment.



VISIT [COKE R.EDU](http://COKE R.EDU) TO LEARN MORE.

## ABOUT THE UNIVERSITY

Coker University is ranked among the Best Colleges in the South by *U.S. News & World Report* as well as *The Princeton Review*. The University was recognized by *Washington Monthly* as the top college in South Carolina for value.

Founded in 1908, Coker's campus is in downtown Hartsville, South Carolina, and covers 15 acres of beautiful grounds and Georgian-style buildings, several of which are in the National Register of Historic Places. Iconic Davidson Hall, built in 1910, is both the literal and physical heart of campus.

Coker is a close-knit, supportive community. With an average class size of 12, the Coker experience is about actively creating the college story that's tailored to the needs of its students. Both faculty and staff are committed to preparing students with the confidence and practical life skills they need to reach their personal best in college and beyond.

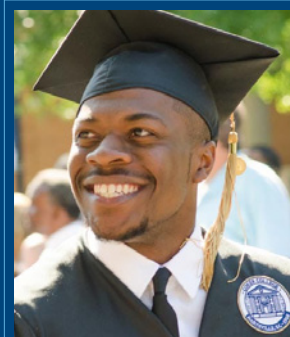
While students from South Carolina comprise approximately 70 percent of Coker's 2021 enrollment, the 1,000-member student body represents 33 states and 17 nations. The student population is about 60 percent female and 30 percent African American.

Among Coker's 61 full-time faculty members, more than 85 percent hold a doctorate or the highest equivalent degree in their field. With a student-to-faculty ratio of 17:1, faculty members are both educators and mentors to their students.

Coker offers bachelor's and master's degree programs, with a well-rounded liberal arts education founded on hands-on experience. Its signature round table learning brings students and professors together in small groups for discussion and exploration. The traditional undergraduate program has more than 30 areas of study, including pre-law, pre-med, and other pre-professional tracks as well as the option through Coker's Interdisciplinary Studies program to design a course of study to meet a special goal.

A new nursing degree program will be offered in fall of 2022. In October, the South Carolina Board of Nursing approved the University's plans to offer a bachelor's degree in nursing (BSN). Coker has begun recruiting students for the new program.

For technical school graduates seeking to further their education, Coker has 2+2 agreements with six regional technical colleges that provide students who have earned an associate degree a seamless pathway



### MISSION

Coker University is a student-focused, comprehensive university. It is dedicated to providing every student an academic curriculum based upon a uniformly excellent liberal arts core that enhances the structured development of key personal skills. The University's goal is to graduate students with the ability to think analytically and creatively, and to write and speak effectively. Experiences both in and out of the classroom are focused on active student involvement and the practical application of academic knowledge that lead to lifelong learning. Coker measures its success by the personal and professional accomplishments enjoyed by all members of the academic community.

### Strategic Plan 2021-2025

In May of 2021, Coker University formally launched its new strategic plan to ensure that it continues to educate, innovate, and prepare future generations for the opportunities ahead. With this strategic plan as its guide, Coker University is focused on its future, prioritizing those actions and investments that are most relevant and accessible for students, while providing Coker alumni with even stronger paths to success. Coker is committed to meeting the changing needs of its students and community.

**Learn more about the plan at**  
**<https://www.coker.edu/strategic-plan/>**



to completing a bachelor's degree at the University. All graduates from partnering institutions receive a \$2,000-a-year scholarship for up to three years, and each student is assigned a student success coach to help them navigate life as a Coker student.

The University's graduate programs are 100% online and can be completed in 15-18 months. The programs operate on an accelerated schedule—one course every six weeks with approximately 10 courses per program. More than 100 students are enrolled in the three master's degree programs.

Beyond the classroom, students have opportunities to find their niche, get involved, and become a leader. More than 30 student organizations offer everything from intramurals to choral groups to an astronomy club. The Sory Boathouse and Clubhouse provides students with access to Prestwood Lake. Kalmia Gardens, Coker's nearby 30-acre botanical gardens, is perfect for hiking, studying, and enjoying outdoor recreation.

The Coker Cobras compete in 24 NCAA Division II intercollegiate sports as a member of the South Atlantic Conference. The campus includes a 22-acre complex for outdoor sports. The state-of-the-art DeLoach Center, which opened in 2014, features a 1,908-seat gymnasium, an auxiliary gym, interactive classrooms, a student-athlete only weight room, a fitness center, athletic offices, and more.

## THE OPPORTUNITY

The Associate Vice President (AVP) for Enrollment will be a successful contributor to Coker's integrative student services model. The AVP will lead and support all areas of Academic Records, Admissions, and Financial Aid offices and specialized enrollment programs.

The Academic Records office consists of the College Registrar and Records Specialist. The Admissions Office has a Director of Admissions, Director of Operations, Admissions Operations Manager, Admissions Specialist, and three Admissions Counselors. The Financial Aid Office has a Director of Financial Aid, Assistant Director of Financial Planning, and Student Finance Consultant.

The successful candidate will build a seamless operation consisting of these three offices, ensuring timely data sharing and coordination of services. The AVP will be responsible for all inputs and outcomes from the three offices, helping increase enrollment, improving student service, and modernizing and automating operations.

## RESPONSIBILITIES

- Provide strategic leadership and planning for the recruitment and enrollment of traditional undergraduate, graduate, and online degree-completion programs
- Work closely with academic disciplines to affirm enrollment processes and potential applicants

- Oversee the overall development, operational management, and evaluation of new students, returners, dual enrollment, and international subgroups
- In collaboration with stakeholders, develop and institute measurable plans to meet enrollment and retention targets
- Develop annual admissions forecasts and predictive models in conjunction with essential support units and academic programs
- Provide enrollment management leadership through data-driven decision-making throughout the student life cycle, including recruitment, retention, and completion
- Perform other related duties as assigned

### Required Minimum Qualifications

- Master's degree from an accredited institution
- Five-plus years of higher education experience in enrollment management with increasing levels of responsibility
- A minimum of three years as a Director of Admissions overseeing counselors, recruiters, processors, etc.
- Progressive supervision experience of professional-level staff
- A commitment to equity and the enrollment of students from diverse backgrounds

- Knowledge and proficient use of admissions-related software, data analytics tools, predictive modeling, and digital campaigns for recruiting purposes
- Professional development and team-oriented services provider
- Ability to establish strong relationships, generate leads, and confirm applicants
- Strong passion to connect with internal and external constituents and alumni referral initiatives
- Demonstrated use of successful recruitment tactics to yield future growth
- Excellent written and oral communication skills with the ability to write concisely, express thoughts clearly, and develop ideas in a logical sequence

### Preferred Qualifications

- CRM, processing, and digitize recruitment experiences
- Demonstrated competency in Salesforce or equivalent automated software
- Record of advancing effectiveness models to onboard and retain students to completion
- Active membership or affiliation in a professional enrollment management organization
- Experience working in the offices of financial aid and registrar



### Patrick Riccards, Vice President of College Experience and Chief Communications Officer

Patrick Riccards is Vice President of College Experience and Chief Communications Officer for Coker University. As vice president, he leads a division that includes Academic Records, Admissions, Campus Safety, Financial Aid, Marketing and Communications, Residence Life, Retail Operations, Student Experience, Student Success, Dining Services, Career Services, and TRIO Student Support Services.

Mr. Riccards joined Coker in 2021 with 25 years of experience in higher and K-12 education. He previously held executive positions with the Woodrow Wilson National Fellowship Foundation, American Institutes for Research, American College of Education, ConnCAN, and Best in the World Teachers.

A graduate of the University of Virginia, he is a doctoral candidate at the University of Southern California. He is a nationally recognized author of two award-winning books.



*Coker University, in compliance with all applicable state and federal laws, including Titles VI and VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, does not discriminate on the basis of race, color, ethnicity, national origin, religion, sex, sexual orientation, gender identity and expression, age, marital status, veterans or military status, or against individuals with disabilities, or other legally protected classifications in the areas of employment, admission, financial aid or access to educational or extracurricular programs, activities, or facilities.*



College Avenue in Downtown Hartsville

### Hartsville—A Small Town with a Big Heart

Located in South Carolina's northeast region, Hartsville is one of the most dynamic small towns in the South. Home to major industries, charming neighborhoods, and a vibrant downtown, the city of 7,700 residents has been recognized as an All-American City twice—1996 and 2016.

Downtown is a five-minute walk from the center of Coker's campus, making it convenient to enjoy delicious dishes and beverages of the restaurants and coffee shops, participate in the ongoing family-friendly activities and events, and shop at local stores. The weekend Farmer's Market offers not only fresh foods, but also time to visit with neighbors and friends.

Hartsville is a center of industry and education. Sonoco Products Company, a multinational corporation with 20,000 employees operating more than 300 plants across 33 countries, has been headquartered in Hartsville since its founding in 1899. In addition to the educational offerings of Coker, the city is home to the South Carolina Governor's School for Science and Mathematics, a public, boarding high school for students in grades 11 and 12, that concentrates on science and mathematics, but offers the full spectrum of the humanities as well.

Hartsville has mild falls and winters, averaging 69°F, allowing outdoor recreation year-around. When seeking fun adventures at some of the South's most popular destinations, Charlotte, Columbia, Charleston, and Myrtle Beach are all within a two-hour drive.

## APPLICATION & NOMINATION PROCESS

*Confidential inquiries are welcomed, and nominations are invited.*

### Applications

- 1) Application packet must include:
  - a) A letter of application that addresses the responsibilities and qualifications of the position
  - b) Current resume
  - c) At least four references with full contact information including e-mails (*References will not be contacted without consent from applicant.*)
- 2) Submit application packet (preferably as PDFs) to:  
**Coker-AVP-EM@myersmcrac.com**

*Additional information will be requested upon receipt of application.*

**For best consideration, submit application by January 3, 2022.**  
Applications will be accepted until the position is filled.

### Nominations

Submit nominations to:

**Coker-AVP-EM-nominate@myersmcrac.com**  
with complete contact and e-mail information for the individual being nominated.

**Brianna Douglas**, Consultant, and  
**Emily Parker Myers**, CEO, of **Myers McRae Executive Search and Consulting**, are assisting Coker University with this search.

