



INVITING APPLICATIONS AND NOMINATIONS FOR

Vice President for Enrollment and Access Management

Join a Vibrant, Growing
State University ...

**69% Freshman
Enrollment
Growth in 4 Years**

- Market-driven & high-demand academic programs
- Expanded Athletic Program
- Commitment to affordability

Live and Work in a Top-
Ranked City ...

Greenville, SC

- "One of America's Best Downtowns"
- Forbes Magazine
- "A national model for a pedestrian-friendly city center"
- The New York Times
- #22 in Best Places to Live & #27 in Best Places to Retire
- U.S. News & World Report

Seeking Accomplished
Enrollment Professional ...

Success Valued

- A vice president of enrollment with a proven track-record of success will be well compensated.
- This area offers a reasonable cost of living, affordable quality housing, and high quality of life.

Vice President for Enrollment and Access Management

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Lander University, a comprehensive regional public university in South Carolina, seeks a highly successful enrollment professional to serve as the **Vice President for Enrollment and Access Management**. The Vice President reports to the President. The opportunity has an expected start date of January 2020, with the preference of November or December 2019.

The Opportunity

In 2016, under the leadership of its new president, Dr. Richard Cosentino, Lander University approved a new mission statement and developed a strategic plan entitled *Launch*. This bold strategy set LU on an academic and administrative course that is resulting in student and academic growth and success across the entire university.

Over the past four years, freshman enrollment at Lander has increased more than 69 percent, with the 2019-20 freshman class totaling 944 students. Currently serving 3,227 students, Lander University is one of the fastest growing institutions of higher education in South Carolina. Continued growth is expected,

with a future enrollment of 5,000 students.

In 2019, Lander became the newest member of the University Center of Greenville (UCG), a higher education collaboration of seven leading, accredited, and highly ranked South Carolina universities and colleges. Located an hour from the University's campus in Greenwood, UCG's mission is to advance access and attainment of higher education degrees for the benefit of the citizens and economic community of greater Greenville, SC, and the region at large.

Still in the process of finalizing its degree program offerings at UCG, LU will begin offering courses in Fall 2020. UCG will enable LU to expand its student capacity

with undergraduate, online, and graduate programs. The recruitment of students for the programs will be one of the responsibilities of the Vice President for Enrollment and Access Management.

The Position

LU seeks an accomplished enrollment management administrator who is, or has served, in the position of vice president and understands the scope and responsibilities of this senior leadership role within a university. This leader must be committed to ensuring excellence in an environment that values honesty, openness, courtesy, and respect.

The **Vice President for Enrollment and Access Management** (Vice President) provides leadership for the entire pipeline of undergraduate and graduate enrollment planning and management from pre-college programs to graduation. The Vice President, in collaboration with academic and administrative units, is responsible for developing a comprehensive strategic enrollment management plan to guide the University in recruiting, retaining, and graduating an academically prepared, diverse student body of lifelong learners.

Additionally, the Vice President will continue to lead Lander University towards its goal of being a signature provider of online education in South Carolina. This executive coordinates, promotes, and provides quality control for all forms of online and innovative learning at the University.



Lander University Mission Statement

Lander University offers high-demand and market-driven programs to ambitious and talented students in South Carolina and beyond. These programs are delivered in a rich liberal arts environment to produce highly qualified and marketable graduates.

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Duties and Responsibilities

- Provides innovative leadership, vision, and direction to a large, well-funded division of Enrollment and Access Management.
- Provides oversight of 10 senior directors who are responsible for the following areas: Traditional Undergraduate, Transfer, Out-of-state, Online, and Graduate Enrollment; Veterans Recruitment; International Recruitment; Freshman Advising; Financial Aid; and the University Center of Greenville.
- Provides oversight to the newly created executive position of Chief Online Officer.
- Serves as a member of the President's Cabinet; participates actively at all University-wide meetings; represents the University at regional and national conferences and events as directed.
- Reports regularly to the Board of Trustees, University Cabinet, Faculty Senate, and campus community on the state of enrollment at the University and emerging trends in enrollment management.
- Works in coordination with other administrators across the University on matters pertaining to enrollment management, student retention, and online and innovative learning.
- Develops the overall Enrollment Management and Access Division budget.
- Manages the allocation and monitoring of resources, including operating budgets, personnel, space, and expenditures.
- Manages the recruitment, development, and evaluation of excellent and diverse full-time administrators and staff within the Enrollment and Access Management Division.
- Ensures that all strategic plan goals aligned with the Division are attained.
- Builds and maintains a diverse working environment that emphasizes integrity and professionalism, promotes excellence, and espouses integrity and collaboration.
- Ensures the Division's compliance with regional accreditation standards as well as accreditation standards of those programs subject to other accreditation.
- Leads the development, direction, and implementation of Enrollment and Access Management initiatives within the Division, including student recruitment and retention, course/program marketing, and community outreach.

Lander University Leadership

President Richard E. Cosentino



Richard E. Cosentino, Ph.D., began his tenure as Lander University's 12th president on July 1, 2015. He has more than 26 years of experience in higher education as a senior administrative and financial executive and a background in fundraising, enrollment management, and government relations.

During his tenure at Lander, the University has experienced its largest enrollment, and on-campus housing is near capacity. Academic programs are expanding, particularly online and at the graduate level. The University also is on track to offer degree programs at the University's satellite location at the University Center of Greenville in Fall 2020.

Dr. Cosentino came to Lander from the University of North Carolina at Pembroke (UNC-P), where he was the Vice Chancellor for Finance and Administration. Over his career, he has held leadership roles at The George Washington University in Washington, D.C.; the University of Maryland, School of Medicine in Baltimore; and Johns Hopkins University School of Medicine in Baltimore. Prior to his career in higher education, he was a financial manager at Westinghouse Electric Corporation, Electronic Systems Group in Maryland.

A native of Baltimore, Dr. Cosentino has a Bachelor of Science degree in finance and a Master of Business Administration degree with a major in strategic financial planning from the University of Baltimore in Maryland. He earned his Ph.D. in systems engineering from The George Washington University.

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- Assures adherence to state and federal regulations and University policies.

Qualifications

A graduate degree from an accredited institution is required. Candidate must have at least five years of progressively responsible experience in higher education recruitment and admissions, with demonstrated success in developing and implementing strategies for the recruitment and retention of a diverse student body.

Preferred Requirements:

- A doctoral degree
- At least three years of supervisory experience, including hiring, evaluation, supervision, motivation, and training of professional and student staff
- Experience in online education, including leading online programs and oversight of off-site faculty

The successful candidate also should bring the following experiences, qualities, and commitments to the position:

- Superior analytical, evaluative, and problem-solving abilities
- A clear and demonstrated record of outstanding leadership, a strategic creative perspective, and personal and professional ethics
- Demonstrated ability to develop and articulate constructive plans to support and advance the University's Mission and Vision statements and Strategic Plan

- Proven track record of meeting enrollment goals and maintaining diversity and quality within the student body
- Thorough knowledge of enrollment management and a demonstrated record of providing leadership and results in achieving enrollment goals
- Experience with the development of strategic enrollment management plans and the effective implementation of such plans
- Proven ability to make data-informed decisions with functionality in data analysis and reporting
- Understanding of innovative technology and media in recruitment and admissions processes, including knowledge and effective integration of student information systems, such as BANNER
- Understanding of technology and how it drives education in an online environment while guiding academic compliance with accreditation standards and other related academic regulations
- Exemplary public speaking, writing, and organizational skills
- Excellent communication and interpersonal skills with proven ability to work collaboratively with board of trustee members, faculty, students, staff, and other administrators
- Ability and willingness to travel and work beyond regular office hours

Lander University

Established in 1872, Lander University (www.lander.edu) is experiencing unprecedented growth, as evidenced by a 26 percent increase in freshman enrollment over the previous fall. More than 91 percent of Lander's students are South Carolina residents, with every county in the state represented.

Ranked third among regional public colleges in the South for 2019 by *U.S. News and World Report*, Lander offers more than 60 areas of study, including 16 signature academic programs in fields that are emerging and in high demand. In addition to its academic programs in Arts & Humanities, Behavioral & Social Sciences, Business, Education, Science & Mathematics, and Nursing, the University has an Honors College that offers academically accomplished students challenges both inside and outside the classroom.

A robust selection of pre-professional programs is offered in dentistry, law, medicine, occupational therapy, optometry, pharmacy, physician assistant, and veterinary medicine. Students also can participate in a variety of study abroad opportunities, from Central and South America, to Europe, Asia, and beyond.

The University has more than 500 full- and part-time faculty and staff. The campus is a close-knit community of professionals who work together toward

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the same goal of providing the best educational experience for students.

Lander's athletic teams are continually ranked in the top 25 in the country and are highly competitive in the Peach Belt Conference and NCAA Division II. Lander student-athletes also score high in the classroom, as many are listed on the Peach Belt Conference Presidential Honor Roll.

The Communities

Lander's traditional campus with student housing is located in Greenwood. The University Center, designed for commuter students, is in Greenville. There are Admissions Offices on both campuses, allowing the Vice President the option of living in either Greenwood or Greenville.

Greenwood, South Carolina

Greenwood is a picturesque city of some 25,000 residents in South Carolina's Upstate region. The city offers quality affordable housing and excellent schools. The area has 100-plus restaurants, shopping malls, an art center, parks, golf courses, community theatre, movie theaters, regional and national festivals, and museums.



Greenville, South Carolina

Ranked on numerous lists of top U.S. cities from *People* magazine to *National Geographic Traveler*, Greenville has lots to offer whether one is single or has a family. With a metro population of more than 870,000, Greenville has big-city amenities and a high quality of living.

As America's 4th fastest-growing city, Greenville has become one of America's hottest destinations. The reinvigorated

downtown serves as the focal point of the region, attracting new businesses and supporting an emerging culinary scene.

It has become known for its food, art scene, beautiful parks, bike-friendly attitude, and warm hospitality.

Major cities, coastal beaches, and the mountains are easily accessible. Two major metropolitan areas that are easy drives are Charlotte, N.C., and Atlanta, Ga.

Application and Nomination Process

To Apply - Applications must include:

1. Letter of interest addressing how the candidate's experience matches the position requirements
2. Current resume
3. At least five references with full contact and e-mail information (References will not be contacted without applicant's consent.)

Submit application materials to Lander-VPEAM@myersmcrac.com (preferably as PDFs). Applications are reviewed upon receipt. The search will remain open until the position is filled.

Submit nominations to Lander-VPEAM-Nominate@myersmcrac.com with individual's full contact and e-mail information.

Emily Parker Myers, CEO, and **Jennifer Barfield**, Senior Vice President, of **Myers McRae Executive Search and Consulting**, are assisting the University with this search.

For a confidential conversation, send a request to emilymyers@myersmcrac.com.



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