Inviting Applications and Nominations for Assistant Dean of New Student Recruitment
New College of Florida, the state’s only legislatively designated honors college for the liberal arts, seeks a dynamic admissions officer and administrator to serve as Assistant Dean of New Student Recruitment. Reporting directly to the Dean of Enrollment Management, the Assistant Dean has a key role in fulfilling the mission of the College through the recruitment of students. Applications and nominations are being accepted. The preferred start date is December 2019.

The Opportunity

New College is the only public higher education institution in the state whose sole mission is to provide an undergraduate education of the highest caliber to high-achieving students from around the state, country, and beyond. Located on a beautiful 110-acre campus on Sarasota Bay, New College provides an ideal learning environment for intellectually curious, motivated students who thrive on active learning and are drawn to an intellectually rigorous curriculum.

New College’s commitment to attracting and engaging the best minds in pursuit of knowledge in the liberal arts in both its students and its faculty has resulted in an extraordinary learning environment. Year after year, New College faculty and students garner top prizes and awards.

Its student-centered academic mission consistently attracts high rankings from the most prestigious organizations, such as U.S. News & World Report, Forbes, Kiplinger’s, and The Princeton Review.

New College’s strategic plan calls for significant increases in its enrollment, faculty, and facilities. By 2023-24, New College expects to have an enrollment of 1,200 students and a faculty of 120 members. New College currently enrolls about 725 students and employs 94 full-time professors. The average freshman-to-sophomore retention rate, an indicator of student satisfaction, is 85 percent. The College is proposing $46 million in new facilities to accommodate this expansion.

The Assistant Dean of New Student Recruitment will have a critical role in enabling the College to accomplish this expansion plan successfully. This is an outstanding opportunity for an experienced recruitment administrator to live in a beautiful city on the bay, lead an experienced staff, and promote an unparalleled academic program to academically talented students from across the state of Florida and the nation.

The Position

The Assistant Dean of New Student Recruitment serves on the Dean of Enrollment Management’s leadership team and assists the Dean with full integration of enrollment management policies, procedures, and programs. The Assistant Dean ensures that goals and objectives for the Department of Enrollment Management, the College, and the Board of Trustees are communicated and achieved.

The Assistant Dean is responsible for all aspects of undergraduate in-state and out-of-state first-time-in college student recruitment as well as transfer, international, and graduate student recruitment. In addition, this administrator provides oversight for the campus visit program and the coordination of communication with the Office of Marketing and Communication.

The Assistant Dean leads the New Student Recruitment team comprised of 14 staff members and directly supervises two associate directors and one assistant director.

Academic Administration

- Serves as NCF’s primary representative to Colleges That Change Lives, a non-profit organization dedicated to the advancement and support of a student-centered college search process; the National Consortium of Secondary STEM schools (NCSSS), a group of institutions dedicated to preparing students for STEM careers; and the Ecoleague, a consortium of liberal arts colleges dedicated to ecologically...
focused education and to modeling sustainability through their operations and facilities.

- Develops and sustains a comprehensive knowledge of and ability to articulate the value of a liberal arts education, the distinctive features of NCF’s academic program and areas of concentration, the off-campus study, internship, and co- and extra-curricular opportunities available to students, the accomplishments of NCF graduates, and general financial aid information.

- Establishes good relationships with New College faculty and staff from other key departments; and cultivates strong ties with counselors and advisors at secondary schools and two-year programs and colleges that produce graduates likely to succeed at the College.

General Administration

- Serves on the Enrollment Management Council and the College Admissions Committee.

- Creates and implements strategic yearly recruitment and enrollment plans utilizing data and best practices to meet conversion and yield goals.

- Collaborates with Dean to compile and analyze trends in institutional, regional, and national data for the prospect-to-enrollee admissions funnel.

- Hires, trains, and evaluates three direct reports.

- Ensures that Assistant and Associate Directors are providing appropriate training, supervision, and evaluation of their individual direct reports.

- Coordinates all outreach activities to students, parents, and counselors.

- Ensures the success of telecounseling campaigns and the campus visitation program for students, parents, and counselors.

- Directs and organizes special on- and off-campus recruitment, conversion, and yield events.

- Works with the Director of Operations to ensure that all New Student Recruitment team members are well-trained on the utilization of all the various data retrieval, communication, and record keeping tools provided through Slate, the Client Relationship Manager (CRM).

Policy-Making and/or Interpretation

- Develops, recommends, and implements policies and procedures that govern all recruitment activities for the Department of Enrollment Management and ensures that those policies are consistent with Federal and State laws, rules, and regulations,
as well as standards of good practice as defined by national professional associations related to admissions and higher education research.

- Interprets and complies with FERPA and with State of Florida public records law, as a custodian of student records.

Program Direction and Development

- Assists the New Student Recruitment team in designing and implementing a strategic and cost-effective annual recruitment plan based on analysis of prospect-through-enrollee patterns for past years using data segmentation.
- Ensures recruitment plan includes ways to manage communication and activities with inquirers, applicants, and admitted students to ensure attainment of the annual conversion and yield targets for the New Student Recruitment team.

Staff Management

- Hires, trains, supervises, and evaluates two Associate Directors and one Assistant Director.
- Meets individually with direct reports on a weekly basis and convenes bi-weekly meetings with the entire New Student Recruitment team to ensure attainment of conversion and yield goals.
- Supervises and monitors two Associate Directors as they design and implement their territory-specific recruitment and enrollment plans, and assists them with Return on Investment (ROI) analysis.
- Provides ROI outcomes to the Dean annually, and adjusts the written annual New Student Recruitment Plan for the team accordingly.
- Supervises the Assistant Director, who, in collaboration with the Campus Visit Coordinator and the Marketing Coordinator, manages the Welcome Center, the campus visitation program, social media and website postings, development of marketing materials, and planning of on- and off-campus recruitment, conversion, and yield events.
- Assists staff in the development of successful tele-counseling campaigns to achieve the New Student Recruitment and Strategic Enrollment Management plan goals.
- Mentors all team members and conducts training on trends that affect recruitment strategies and activities and the use of Slate admission software.

Constituency Relations

- Interprets the mission and programs of the college to students and their families, as well as counselors and advisors.
- Aids in the creation of and ensures the execution of strategic individualized, customized, and personalized communication with students, parents, counselors, and advisors that highlights the college’s distinctiveness.
- Cultivates and sustains relationships with all constituencies.
- Manages and tracks all contacts in Slate.
- Plans and hosts on- and off-campus receptions and other events for students, their families, and counselors/advisors.
- Executes special diversity and access initiatives that target out-of-state and international students as well as under-represented and first-generation students.
Budget Preparation and Management

- Assists the Dean in the preparation of and administration of the annual operating budget, including analysis of ROI outcomes for travel and events.
- Works with the Assistant and Associate Directors to ensure that they and the Coordinators have appropriate financial resources for recruitment and enrollment activities in their assigned territories.
- Ensures compliance with NCF P-card and travel policies and procedures for all members of the New Student Recruitment team.
- Provides service on campus-wide committees; attends New College training and professional development programs, such as required compliance training and safety training; and completes activities and assignments as directed by the Dean.

Qualifications

Candidate must have a master’s degree in an appropriate area of specialization and eight years of appropriate experience, including supervisory experience, or a bachelor’s degree in an appropriate area of specialization and ten years of appropriate experience, including supervisory experience.

Preferred Qualifications

- Supervisory experience that includes hiring, training, and evaluating a large staff including a variety of functional areas within admissions/recruitment
- Evidence of experience leading an organization to develop and achieve the elements of a strategic plan
- Experience with large-scale budget development, planning, and oversight
- A proven track record of the ability to lead collaboratively in an environment of change and growth
- Experience with Technolutions Slate, the CRM for the Department of Enrollment Management

Knowledge, Skills, and Abilities

- Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem-solving situations; uses reason even when dealing with emotional topics.
- Interpersonal Skills - Posesses strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse setting.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings.
- Written Communication - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.
- Cost Consciousness - Works within approved budget; develops and implements cost saving measures; articulates financial implications and realities.
- Ethics - Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and ethically; upholds organizational values.
• Planning/Organizing - Prioritizes and plans work activities; uses time efficiently; plans for additional resources; sets goals and objectives.

• Quality - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.

• Information Technology - Has experience with and understanding of automated systems and analytical and reporting tools.

**Essential Skills**

- Knowledge of trends in higher education, especially related to admissions
- Knowledge of Microsoft computer applications
- Excellent organizational skills
- Ability to serve as a positive role model in the unit
- Ability to work with a wide variety of people from varied backgrounds
- Ability to travel via car and airplane within the U.S.
- Ability and willingness to work evenings and weekends as needed

**New College**

Since its founding in 1960, New College has been recognized as one of the nation's most distinguished liberal arts colleges in the nation. Established as a private college, New College joined Florida's State University System, in 1975, as part of the University of South Florida. In 2001, the college became the 11th member of the State University System, independent of USF, and was designated by the Florida Legislature as the "Honors College for the State of Florida."

The College attracts high-achieving students from across Florida and the world. In 2018, the average high school GPA of incoming freshman was 4.03. The average SAT scores of first-time freshmen was 1331. The student body has 19 foreign nations and 38 states and D.C. and Puerto Rico represented.

Offering 35 majors and more than 300 courses, New College awards the Bachelor of Arts degree and the Master’s in Science in Data Science degree. Emphasizing collaborative learning and student research, the College supports students’ passion for learning and desire to take responsibility for their own education. Each semester, each student develops with their faculty advisor a written contract regarding his or her educational goals, academic activities, and progress toward graduation. The students are expected to fulfill seven academic contracts.

During the academic year, January is designated as the Independent Study Period, a time to complete a faculty-sponsored project that pursues a particular interest in depth. Students may take on an internship, work on a play or other creative project, study abroad, and/or do intensive field, lab, or library research.

Because New College believes that learning should be a highly personalized and individualized experience, students receive detailed narrative evaluations rather than grades from their professors at the end of every course. Students also work one-on-one with faculty to complete their senior thesis project, in which they produce a major research paper, body of artwork, or other highly developed presentation that reflects their major.

New College students consistently garner a large number of top prizes and awards. The college has had 89 Fulbright scholars, 32 Gilman scholars, 10 Goldwater scholars, and 8 Udall scholars. Other prestigious awards received include Critical Language scholarships.
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Application & Nomination Process
Confidential inquiries are welcomed; nominations are invited.

Application packet must include:
1. Letter of interest
2. Current resume/curriculum vitae
3. At least five references with full contact and e-mail information (References will not be contacted without applicant’s consent.)

Submit application (preferably as PDFs) to NCF@myersmcrae.com by November 1, 2019, for best consideration. Applications will be accepted until the position is filled.

Submit nominations to NCF-nominate@myersmcrae.com with complete contact and e-mail information on the individual being nominated.

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

NCF is committed to the principles of equal educational and employment opportunities for, and nondiscrimination towards applicants and employees with respect to race, color, religion, age, disability, sex, marital status, national origin, sexual orientation, gender identity, gender expression, and veteran status, as provided by law, and in accordance with NCF’s respect for personal dignity. It is NCF’s goal to create and maintain a work and study environment that is positive and free of unlawful discrimination. Further, NCF encourages the recognition of diversity of its population and seeks to promote delivery systems, curricula activities, and programs that reflect this diversity in all facets of life at NCF.