



PIEDMONT UNIVERSITY

Inviting Applications and Nominations for

Vice President for Enrollment Management

Piedmont University seeks candidates for the position of **VICE PRESIDENT FOR ENROLLMENT MANAGEMENT**. Reporting to the President, this position oversees the development and application of policies and procedures that affect the student body in those areas. The Vice President for Enrollment Management facilitates the development and implementation of the University's strategic enrollment management plan, promotes institution-wide recruitment, retention, and completion of initiatives, and collaborates with faculty, staff, administration, student organizations, and community groups to ensure all students have access to resources. ***The preferred start date is January 2, 2022.***

VISIT PIEDMONT.EDU TO LEARN MORE.



Student Commons, Demorest Campus

ABOUT THE UNIVERSITY

One of the most dynamic small universities in the Southeast, Piedmont University is a 300-acre residential campus nestled in the foothills of the north Georgia mountains. Founded in 1897, Piedmont is a comprehensive liberal arts institution with an enrollment of approximately 2,500 students at campuses in Demorest and Athens, Georgia, offering a variety of career-oriented majors in the arts and sciences, business, education, and nursing.

In recent years, Piedmont has added new residence halls, a new student center, and the Sewell Center for Teacher Education, which provides a home for the University's largest academic unit. To enhance its growing fine arts program, the University also added three state-of-art community-facing facilities that are among the finest in Northeast Georgia: Swanson Center for Performing Arts and Communications, the Mason-Scharfenstein Museum of Art, and the Conservatory of Music.

At the same time, Piedmont doubled its athletic footprint to more than 20 teams in 2021. The University also emerged as one of the top Division III athletic programs in the region. Piedmont has been the recipient in multiple years of the USA South Presidents Cup, an award presented annually to institutions with the top-performing men's and women's athletic programs in the league.

During a decade when many small higher education institutions struggled, Piedmont drew students beyond its traditional recruiting area. Enrollment increased and crested at 2,600 in 2020. *U.S. News and World Report* ranked Piedmont among the top 50 "regional universities" in the 12-state South Region in 2019.

Recognizing the dramatic growth and transformation at the institution, Piedmont's Board of Trustees approved in 2020 a proposal to change the college's name to Piedmont University. Its four academic schools—Harry W. Walker College of Business, College of Nursing & Health Sciences, College of Education, and College of Arts & Sciences—became colleges. During that same year, Piedmont also announced plans to relocate its Athens campus to a modern, four-story brick building at 1282 Prince Avenue and purchased 90 acres adjacent to the Demorest campus for expansion.

As Piedmont prepares to celebrate its 125-year anniversary, the University is expanding online

offerings, laying the groundwork to launch its first major capital campaign, and has a goal to grow its residential student population to more than 1,000. The "little college that could" has grown into a regional university while remaining true to its historic identity, core values, and emphasis on a liberal arts, real-world education.



THE OPPORTUNITY

Piedmont University's Vice President for Enrollment Management oversees leadership in the following areas of service: Admissions, Enrollment Planning, and Marketing and Communications.

DUTIES & RESPONSIBILITIES

- Collaborates across divisions and with Senior Administration.
- Creates, assesses, updates, and implements a Strategic Enrollment Management Plan that is data informed and aligns with the mission and vision of the University.
- Defines enrollment management department objectives and ensures that they align with the mission and vision of Piedmont University.
- In collaboration with the enrollment management team, designs, executes and assesses a comprehensive annual recruitment and retention plan that includes outreach to conferences, exhibits, events, colleges and universities, diverse populations and cultural groups as well as strategic partnerships.
- Leads all recruitment, retention, and completion efforts by creating innovative enrollment strategies to sustain and grow the enrollment numbers at Piedmont University.
- Ensures a welcoming and accepting campus environment.
- Serves on the President's Cabinet to establish programs and policies that fulfill the mission and vision of the University.
- Develops and monitors the budget of areas of responsibility.
- Represents the University in community on matters pertaining to student programs and activities.
- Oversees the function of the marketing and communications program, managing the overall image of the University and promoting its mission and vision.
- Maintains open communication with the President and other Vice Presidents.
- Serves on committees and councils as directed by the President.
- Performs other duties as assigned.



James F. Mellichamp, DMus, President

James F. Mellichamp is the 13th President of Piedmont University. His career at Piedmont began in 1982 as a member of the music faculty, and he has held positions as Dean of the School of Arts & Sciences, Vice President for Academic Affairs, and Provost before being named President in 2012.

In these roles, Mellichamp has overseen the academic program development of the University for the past 15 years, during which time new majors were added in almost every discipline from undergraduate through doctoral levels.

With a performance career spanning more than 45 years, Dr. Mellichamp has made prominent appearances as an organist throughout the United States, Canada, Europe, and Asia. His concerts include solo recitals at such notable venues as the Washington Cathedral, Berlin Cathedral, the Cathedral of Notre Dame in Paris, and Westminster Abbey.

After study at Huntingdon College in Montgomery, Alabama, Dr. Mellichamp was an international organ scholarship recipient for two years at the Hochschule fuer Musik, Herford, Germany. He was awarded a Doctor of Music degree from the Jacobs School of Music at Indiana University. A dedicated teacher, he holds the rank of Professor of Music and maintains an active studio of young organists.



SUPERVISORY RESPONSIBILITIES

- Directly supervises administrators and support staff in Undergraduate and Graduate Admissions.

REQUIRED KNOWLEDGE & SKILLS

- Reliable, consistent attendance is a requirement and essential function of all positions.
- Some evening and weekend hours expected
- Knowledge of database software, internet software, spreadsheet, word processing, presentation software, and working knowledge of Outlook suite.
- On site duties required

QUALIFICATIONS

A minimum of a Master's degree or equivalent and a minimum of five years of experience in education, higher education, school, or public administration in a senior leadership role are *required*. A combination of education and experience will be considered. Senior-level experience in enrollment management is *required*.

Desired Qualifications

- Five years of experience in enrollment management in education, higher education, school, or public administration in a senior leadership role
- Ability to travel as necessary
- Strategic planning experience
- Strong skills in verbal and written communication
- Ability to collect and analyze data and create planning efforts
- Ability to lead campus-wide initiatives



- University-wide budget experience
- Supervision experience with staff
- Current with knowledge in the field
- Forward looking
- Professional integrity and demeanor expected at all times
- Sense of humor

MISSION STATEMENT

Piedmont University dedicates itself to the transformative power of education through reciprocal learning, the development of compassionate leaders, and the stewardship of our local and global communities. Our values are:

INQUIRY Piedmont University fosters an environment for learning by engaging in critical and creative dialogue. All members of the college community are challenged to immerse themselves in discovery, analysis, and communication.

SERVICE Piedmont University cultivates a sense of gratitude and duty to humanity by offering opportunities for civic engagement, personal growth, and ethical reasoning in action.

LEGACY Piedmont University upholds the intellectual, social, and theological heritage of Congregationalism through excellence in teaching and scholarship and by embracing our diverse society. We further these principles by encouraging empathy, innovative thought, and responsibility towards ourselves and others.

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 curriculum vitae or 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:

Piedmont-VP21@myersmcrae.com

Additional information will be requested upon receipt of application.

Review of applications begins immediately.
For best consideration, submit applications by
October 11, 2021. Applications will be accepted until the position is filled.

Nominations

Submit nominations to:

Piedmont-VP21-nominate@myersmcrae.com

with complete contact and e-mail information for the individual being nominated.

Kenny Daugherty, President, of **Myers McRae Executive Search and Consulting**, will be assisting Piedmont University with this search.



Demorest, Georgia

Located in Habersham County Georgia, Demorest is surrounded by the natural beauty of the Northeast Georgia mountains and perfectly placed to enjoy all that the mountains and urban life have to offer—Atlanta is only 75 miles away.

Proudly, Demorest is home to Georgia's longest running Fourth of July festival and parade, the historic Demorest Springs Park, the Johnny Mize Athletic Center and Museum, the Mason-Scharfenstein Museum of Art, Habersham Medical Center, the Demorest Woman's Club, Arrendale Amphitheatre, Swanson Center for the Performing Arts, and a congenial, collegiate citizenry.

Residents of Demorest appreciate the lower cost of living in Demorest with highly rated public schools.

Nearby, Tallulah Gorge State Park offers breathtaking vistas and day hikes, and Toccoa is home to more than 75 national and local stores and an award-winning downtown. Main Street has specialty shops, art galleries, and historic sites.

Demorest also enjoys its proximity to Gainesville, Georgia, the Queen City of the Mountains. The 38,000-acre Lake Sidney Lanier offers many recreational opportunities, including canoe and kayak rentals at the Olympic Venue.



Piedmont University does not illegally discriminate on the basis of race, color, national or ethnic origin, sex, disability, age, religion, genetic information, veteran or military status, sexual orientation, or any other basis on which the university is prohibited from discrimination under local, state, or federal law, in its employment or in the provision of its services, including but not limited to its programs and activities, admissions, educational policies, scholarship and loan programs, and athletic and other university-administered programs. All members of the student body, faculty, and staff are expected to assist in making this policy valid in fact.