



Ceddia Union Building

SHIPPENSBURG UNIVERSITY

INVITES APPLICATIONS AND NOMINATIONS FOR

**VICE PRESIDENT of ENROLLMENT
MANAGEMENT & STUDENT AFFAIRS**



SHIPPENSBURG UNIVERSITY, a member of The Pennsylvania State System of Higher Education, invites applications and nominations for the leadership position of **Vice President of Enrollment Management & Student Affairs**. The Vice President reports to the President of the University. The appointment will begin August 1, 2020.

The Opportunity

Located in Shippensburg in beautiful south-central Pennsylvania, about an hour south of Harrisburg, Shippensburg University, known as Ship, was founded in 1871. The Ship experience provides a strong sense of community and personalized attention that comes from having an average class size of 26 students.

The university seeks to have students develop their intellectual, personal, and social capabilities needed to embark on a career immediately upon graduation or after advanced study. Faculty and staff are dedicated to having students succeed so they can pursue their chosen paths.

In the 2020 edition of *U.S. News & World Report's Best Colleges*, Ship ranked #100 in Regional Universities North and #27 in Top Public Schools. The university also was named to the list of Colleges of Distinction for 2019-2020.

Over 100 undergraduate and graduate programs are offered through the College of Arts and Sciences, the College of Education and Human Services, the top-rated

John L. Grove College of Business, and the School of Graduate Studies. The university has 289 full-time and 70 part-time faculty, of which 79% hold a doctorate or other terminal degree.

In fall 2019, total enrollment was 6,084 students, of which 1,203 were full-time, first-year freshmen. Admissions is selective with an acceptance rate of 88%. The median SAT scores were between 970 and 1170 with ACT scores ranging between 17 and 23.

A third of the full-time students live on-campus, including 86% of the freshmen. Students are able to select from a variety of suite room types and traditional hall rooms. Incoming students have the choice to experience a freshman building or a Living Learning Community suite that matches students with similar academic or personal interests.

To meet the needs of a growing student population, the university recently renovated and expanded its Ceddia Union Building. The \$24-million, multi-phased project resulted in a building with an expanded kitchen and dining area, a two-story multipurpose room, 400-seat



amphitheater, e-sports center, barbershop, lounges, a book store, and other spaces to gather or relax.

Ship boasts over 150 clubs and organizations on campus, providing plenty of opportunities for community service, recreation, professional development, and more. More than 500 students are members of 20 fraternities and sororities.

The university fields a total of 18 men's and women's NCAA Division II intercollegiate sports and is a member of the Pennsylvania State Athletic Conference (PSAC). The Raiders have won several regional and national athletic championships.

One of the largest attractions at Ship is the H. Ric Luhrs Performing Arts Center, which serves Central Pennsylvania and Northern Maryland. In addition to being an outstanding academic resource for the university and its students by supplying space for the music and theatre arts department, the Center offers premier cultural programming to enrich the quality of life for students and others throughout the region. It also is an integral part of Ship's on-going camps, conferences, and outreach programs.

Notable Facts about Ship...

- The only state university in Pennsylvania to offer degrees in Civil Engineering (BS), Computer Engineering (BS), Electrical Engineering (BS), Entrepreneurship (BSBA), Mechanical Engineering (BS), and Software Engineering (BS)
- One of only eight criminal justice programs (BS) in the United States certified by the Academy of Criminal Justice Sciences
- Ship's John L. Grove College of Business in 1981 became the first state university in Pennsylvania to earn and maintain AACSB International accreditation
- The first campus to obtain a certified green school building in Pennsylvania for the Grace B. Luhrs University Elementary School
- Ranked 12th in the nation by Great College Deals for its Disability Studies program



Laurie A. Carter, J.D.

President of the University

Laurie A. Carter was named the 17th President of Shippensburg University in 2017. Carter's tenure at Ship has focused on the institutional priorities of student success, telling the Ship story, the university's relationship with the community, and overall quality. Carter has strengthened student success efforts at Ship by creating a first-year experience program, a first-generation college students program, a comprehensive student success center, and an academic center for student-athletes. These efforts have collectively increased retention by 5% over two years.

Carter collaborated with local business people to create a downtown location for Shippensburg University's Centers of Excellence, future home of the Charles H. Diller Jr. Center for Entrepreneurship and Innovation as well as the Center for Land Use and Sustainability. She also has transformed the gateway to the campus by restoring historic Stewart Hall into the new Alumni and Welcome Center.

Prior to her presidential appointment, Carter served as Executive Vice President and University Counsel for Eastern Kentucky University. She provided leadership to 33 departments and oversaw a budget in excess of \$71 million.

Before her appointment at EKU, she held various inaugural leadership positions during her 25 years of service at The Juilliard School, considered the nation's premiere performing arts college. She was Vice President and General Counsel and Executive Director of Jazz Studies when she left to lead the nation's third-largest arts education department at the New Jersey Performing Arts Center.

President Carter attended Clarion University of Pennsylvania, received her master's degree from William Paterson College, and earned her JD from Rutgers University. She was awarded an Honorary Doctorate from Snow College.

The Position

The Vice President of Enrollment Management & Student Affairs works with senior leadership in administrative and academic units to further develop and implement a strategic enrollment management plan that increases the number of students and reduces their time-to-degree along with associated costs. This senior administrator will have an analytical, empirical, data-driven approach to problem-solving and decision-making and will facilitate a culture of data evidence in Enrollment Management and Student Affairs.

The Vice President is expected to forge and maintain collaborative relationships with the Provost, Academic Deans, the Chief Financial Officer, the Chief Strategy Officer, and External Relations & Communications. Areas reporting directly to the Vice President include the Office of Admissions, Office of the Registrar, Office of Financial Aid, New Student Orientation, Housing & Residence Life, Campus Life, Pride Center, Office of Fraternity & Sorority Life, Dean of Students, Office of Student Conduct, Office of Drug & Alcohol Services, Veterans Affairs, Women's Center, Recreation and Wellness, Health Center, and Counseling Center.

Key goals:

- Assess and revise goals in the strategic enrollment management plan;
- Increase first-to-second semester retention rates;
- Increase graduation rates at 4- and 6-year levels;
- Work with the Deans to recommend additional academic programs that would enhance enrollment;
- Collaborate with Communications and Marketing to develop and implement a marketing campaign that enhances enrollment;
- Structure professional development plans for staff;
- Increase enrollment of international and out-of-state students;
- Increase enrollment of graduate students into tuition-generating programs;
- Identify and establish admission guidelines which increase access as well as provide predictive data upon indicating which students will require additional support – may include non-cognitive variables;
- Establish a financial aid model which reduces the overall discount rate yet increases enrollment and decreases time-to-degree;



- Develop an enrollment plan which focuses on adult and part-time students as well as first-time, full-time;
- Identify reasons why admitted students choose to enroll elsewhere;
- Identify reasons why enrolled students transfer to other institutions or cease studying altogether;
- Develop strong partnerships with other schools that can yield well-prepared transfer students;
- Develop long- and short-range plans for the student affairs enterprise in alignment with the University's Strategic Plan;
- Develop partnerships with private and public entities;
- Take a leadership role in the procurement of grants that support student engagement and success;
- Oversee the hiring and evaluation of professional and non-professional staff, and provide opportunities for the development of professionals in the division for personnel sustainability and growth;
- Develop and foster communication with students, parents, faculty, community agencies, alumni, and the general public to address student concerns;
- Coordinate legal issues relating to students and emerging issues and trends in higher education that impact institutional policy decisions;
- Work in tandem with various stakeholders to communicate issues related to campus climate issues involving students;
- Further integrate student and academic life, enhancing efforts to build a diverse, inclusive, and equitable community, and developing innovative and impactful programming;
- Engage with campus-wide crisis/emergency response and provide support to students and families in emergency situations;
- Ensure inclusion of student voices in policies, procedures, and priorities through regular engagement with a student affairs advisory board, student government, resident assistants, and other students; and
- Assume other duties as assigned to support the success of the University.



Employee Expectations

All employees are expected to demonstrate an understanding of and commitment to the university's core values of teamwork and collaboration, dependability, initiative, problem solving, and clear communication. University employees are expected to demonstrate good interpersonal and communication skills with all members of the campus community. They will strive to maintain integrity, effectiveness, and efficiency by upholding customer service throughout all levels of performance.

University employees may work closely with individuals of diverse backgrounds and race, as well as those of differing religious affiliations, sexual orientation, and gender. They are expected to treat individuals with respect and uphold an environment that is free of prejudicial, discriminatory, or harassing conduct.

Safeguarding confidential, personal data and/or records of employees, students, customers, and other related constituents is the responsibility of all university employees. It is the duty of all members of the university community to take part in the maintenance of a safe campus.

Qualifications

Candidate must have a graduate degree from a regionally accredited institution and a minimum of 10 years of progressively responsible related experience. A doctorate is preferred. The Vice President is expected to work collaboratively with all members of the University Community.

Required Knowledge, Skills, and Abilities

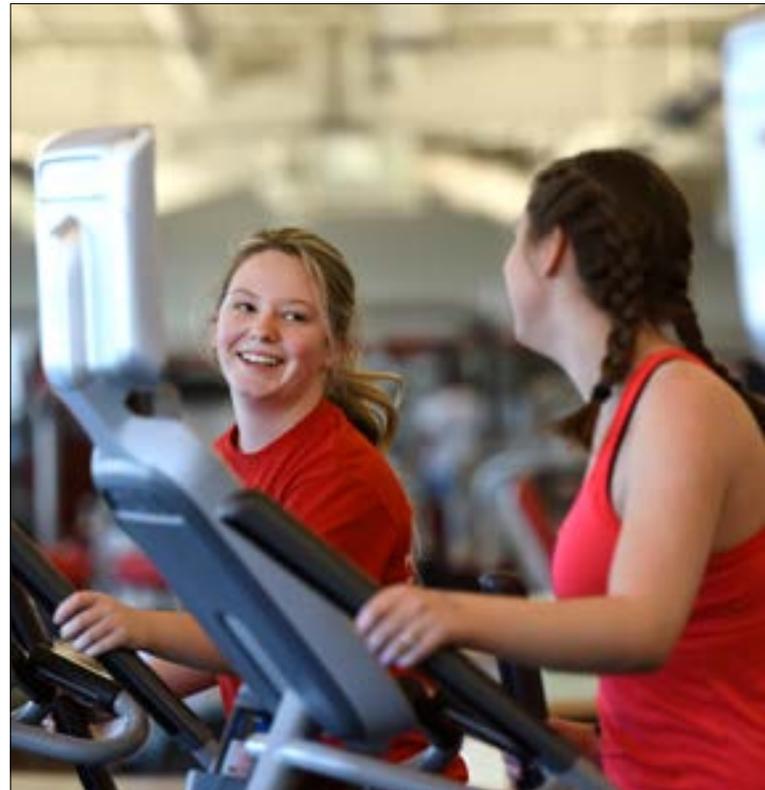
- Excellent written and verbal communication skills
- Ability to collaborate with all university community members
- Experience in effective management of complex budgets
- Demonstrated support for diversity and inclusion
- A warm and engaging personality
- Flexible, innovative thinker
- A high degree of emotional intelligence
- Willingness to work collaboratively within a team

Shippensburg, PA

Shippensburg is located about an hour south of Harrisburg in the scenic Cumberland Valley of South Central Pennsylvania. Home to some 5,600 residents, the area was first settled in 1739. It is known for its many historical buildings and sites, with many listed on the National Register of Historic Places.

The town has an active business community. The area has a blend of retail, service, and manufacturing jobs, as well as professional, health, and human services opportunities.

Cumberland Valley offers a collection of shopping, dining, and recreational experiences. With the Pennsylvania Turnpike and I-81 nearby, Shippensburg is within driving distance of many metropolitan cities, including Philadelphia; Pittsburgh; Baltimore; Washington, DC; and New York City.



Application and Nomination Process

Confidential inquiries are welcomed, and nominations are invited.

1. Application packet must include:
 - a) A letter of interest that addresses the qualifications for the position;
 - b) Current resume; and
 - c) At least five references with full contact information including e-mails. (References will not be contacted without consent from applicants.)

Additional information will be requested upon receipt of application.

2. Submit application packet to Shippensburg@myersmcrac.com (preferably as PDFs). Review of applications begins upon receipt of materials.

Submit nominations to Shippensburg-nominate@myersmcrac.com with complete contact and e-mail information for the individual being nominated.

Kenny Daugherty, President of **Myers McRae Executive Search and Consulting**, is conducting this search.



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Shippensburg University is an Equal Opportunity Employer. Individuals from traditionally underrepresented populations are encouraged to apply.

