

Vice President for Enrollment Management

 PRESBYTERIAN
COLLEGE
AMERICA'S INNOVATIVE SERVICE COLLEGE



Presbyterian College provides students of all faiths, identities, and backgrounds with a transformative education that equips them for impactful careers and empowers them to serve as powerful forces for positive community and world change. PC's distinctive approach uses innovative service as a tool of self-discovery, an amplifier of problem-solving skills, and a catalyst of curiosity. A PC education offers students a real-life proving ground to practice the grace-driven art and science of changing lives.

About Presbyterian College

Presbyterian College, otherwise known as PC, is a small private, liberal arts college embracing its history of innovative service, rigorous interdisciplinary academic programming, and Presbyterian values. The bold market position as America's Innovative Service College has prepared PC to meet the challenges of the competitive world of higher education as the college remains true to itself.

Since its founding in 1880, a liberal arts education is core to a PC education. Partly due to the success and recognition of the undergraduate science programs, the college founded three graduate health science programs to meet the needs of the community. The PC School of Pharmacy, Physician Assistant Studies Program, and Occupational Therapy Doctoral Program continue the College of Arts & Sciences' focus on education that has earned PC a reputation as a top liberal arts college.

Affiliated with the Presbyterian Church (USA), PC embraces its church-relatedness while welcoming students, faculty, and staff of all faiths, identities, and backgrounds. The college encourages and nurtures Presbyterian values such as service, grace, pluralism, justice, and hospitality. PC is a diverse community that encourages everyone on campus to broaden their horizons and realize the inherent dignity and worth of every individual. The college's efforts to champion diversity and inclusion are evidenced by the implementation of a Justice, Equity, Diversity, and Inclusion division, led by an endowed vice president position.

PC is located in the Upstate of South Carolina in Clinton, which is conveniently positioned approximately 40 miles from Greenville, 30 miles from Spartanburg, and 60 miles from Columbia. The college holds a Carnegie classification as a Baccalaureate College with an Arts & Sciences Focus. PC is accredited by the Southern Association of Colleges of Schools Commission on Colleges.





History

The Rev. Dr. William Plumer Jacobs dreamed of building an orphanage when he arrived in Clinton, South Carolina, in 1864, following the devastation of the Civil War. Thornwell Orphanage opened its doors to 10 orphaned children in October 1875. Five years after establishing the orphanage, Dr. Jacobs was faced with another challenge: sending the children to a proper college to continue their education. The institution—first called Clinton College—was organized in 1880 under the ownership and management of local Presbyterians. Clinton College was coeducational from the beginning, with three women in its first graduating class in 1883. A new charter in 1890 changed the name to Presbyterian College of South Carolina. Under provisions of this charter, the management of PC grew from the local church to trustees from the Presbyterian Synod of South Carolina. During the middle of the 20th Century, the relationship between the college and the Presbyterian Church continued to evolve. Now PC is governed by its own independent Board of Trustees and maintains a strong covenant relationship with the Presbyterian Church (USA). PC is a community where all people are welcome and invited to explore questions of faith and spirituality alongside an open-minded, liberal arts education. These goals guide the college as it fulfills its mission for its undergraduate and graduate programs:

- To help students gain a basic knowledge of humanities, natural sciences, and social sciences; a special competence in one or more particular areas of study; and an ability to see these studies as part of the larger search for truth
- To develop in students the ability to think clearly and independently, to make critical judgments, and to communicate effectively in both speech and writing
- To foster in students an aesthetic appreciation of the arts and literature
- To help students develop moral and ethical commitments, including service to others
- To help students attain a sense of dignity, self-worth, and appreciation of other persons of diverse backgrounds
- To encourage in students an appreciation for teamwork and for physical fitness and athletic skills that will contribute to lifelong health
- To foster in students an appreciation of, and concern for, the environment and natural resources



Campus

In the early 1900's, renowned New York City landscape architect Charles Leavitt, Jr. designed PC's 240-acre campus. Unified around a central mall, the campus includes four grassy plazas surrounded by stately red-brick buildings of Georgian and Neoclassical design. The layout provides academic space, dining facilities, student housing, recreational areas, and athletic venues. Six campus buildings are part of the Thornwell-Presbyterian College Historic District, listed on the National Register of Historic Places. The campus is beautifully maintained and has newly renovated buildings, including historic Neville Hall, Springs Student Center, and Bailey Hall, now home to the Occupational Therapy Doctoral Program. In 2022, Blue Hose fans raised over \$8 million toward the Athletic Facilities Initiative, including the new John McIntosh Athletic Center, a multipurpose center for Men's and Women's Wrestling, Acrobatics and Tumbling, and Competitive Cheer. The new baseball and softball facilities were completed in 2023. Other renovations include installation of an HVAC system, video boards and new bleachers in Templeton Physical Education Center Gymnasium.

Academics

Presbyterian College combines the best small-college teaching of undergraduate liberal arts, health sciences, and more. Over 95% of the faculty have terminal degrees, and six PC professors have been named South Carolina Professor of the Year. This achievement is twice as many as any other college or university in the state. PC offers more than 60 majors and minors, nine pre-professional programs, and three graduate programs. Students can customize their degree to meet their interests and passions. The college provides research opportunities for students to explore their fields of study or expand their knowledge of something new. Professors also serve as guides and mentors during research opportunities, study abroad trips, and other excursions away from campus. All students take part in experiential learning by completing an internship, conducting research, or studying abroad. PC has been recognized for its commitment to making a college education accessible. The U.S. News & World Report ranked PC #108 for social mobility and #124 nationally. The Center for First-Generation Student Success designated PC as one of the country's "First-Gen Forward" institutions, which acknowledges higher education institutions for their commitment to first-generation student success.

Graduate Health Sciences

PC recognizes the potential for graduate programs to complement existing undergraduate offerings. They expand the college's focus on professions that connect to populations with underserved health needs. Students can earn a doctorate of pharmacy from our School of Pharmacy, a doctoral degree in Occupational Therapy, and a master's degree in Physician Assistant Studies. While in these graduate programs, students learn about the importance of serving those in need. The School of Pharmacy is located in the heart of downtown Clinton, and PA and OT are located on the main campus.

Service Entrepreneurship

PC is making a mark with its newly-developed Service Entrepreneurship Competition. The largest of its kind in the nation, the competition leverages PC's motto, "While We Live, We Serve," by providing students a platform to address and solve societal issues through creative problem solving. The competition offers students full-ride and partial scholarships. After the competition, students receive academic programming and mentorship opportunities as they develop their businesses while at PC.





Justice, Equity, Diversity, and Inclusion

PC believes in the inherent dignity and self-worth of every individual. The college has shown its commitment to creating a just, equitable, and inclusive environment for everyone on campus by implementing a Justice, Equity, Diversity, and Inclusion division. The division, comprised of Accessible Education, Counseling, and Health Services as well as the Jacobs Scholars and Presby First+ programs for students impacted by foster care and first-generation college students, respectively, is led by an endowed vice president position that is dedicated to equity, accessibility, and belonging of students, faculty, staff, and alumni. The division drives positive enrollment, retention, graduation, career placement, and hiring across all the college's initiatives, programs, curricula, and policies.

Student Life

As a residential campus, PC expects undergraduate students to live on campus while they are enrolled. Students live in one of 20 different buildings, including traditional double rooms with community baths, fraternity residences, and new apartments built in the last 5 years. The Student Involvement Office and Student Government Association support more than 60 student clubs and organizations – including Greek Life, Student Media, Club sports and more. From Orientation and Shuckin' and Shaggin' in August to Finals Formal and Commencement in May, no one sits on the sidelines at PC. Everyone on campus works hard during the week but takes the time to play on the weekends. It's about relationships: a big family on a small campus where everyone makes time to say hello.

Athletics

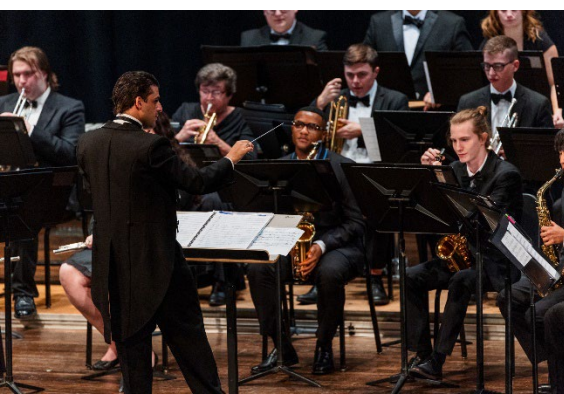
Presbyterian College competes in NCAA Division I (FCS) and offers 19 varsity athletic teams. The athletic program is predicated on the value of team and individual sports being an integral part of the educational process. The football program is part of the DI Pioneer League—non-scholarship football. Men's Wrestling competes in the Southern Conference; all others are members of the Big South Conference. Based on the ideal of being students first and athletes second, varsity participants are granted no special privileges and must meet the academic, admission, and other requirements of the college. The school's famous "Blue Hose" nickname originated in the early 1900s, when sportswriters referred to the PC athletic teams as the "Blue Stockings" because of the blue socks they wore. They often shortened "stocking" to "hose" in newspaper headlines. The student body adopted the term as the official school nickname in the 1950s. Today the name signifies fierce Scottish warriors and reflects the college's Scottish heritage.

Admissions

The Office of Admissions is responsible for undergraduate, transfer, graduate, and international admissions and also supports retention and persistence. The office has nine staff members. PC offers Early Action Decision (Dec. 1) and Regular Decision (Feb. 1); however, applications are evaluated on a rolling basis and admission offers are released on a rolling basis and accepted past the Feb. 1 RD date. PC is a member of the Common Application, as well as supports an internal admissions application (Slate). Students submit the application, high school transcript, and letter of recommendation. PC is test optional.

Financial Aid

The Office of Financial Aid helps families manage the costs of education by providing them with financial aid information and services and has five staff members. The cost of a college education is a significant investment. \$27.5 million in institutional grants and scholarships was awarded in 2022-23. Over the past three years, 30% of students have been Pell-eligible.



Vice President for Enrollment Management

Presbyterian College is accepting nominations and applications for the position of Vice President for Enrollment Management. Reporting to the President and serving as a member of the President's Cabinet, the Vice President for Enrollment Management will have an opportunity to make an immediate and significant impact on the direction and stability of enrollment at Presbyterian College. Reporting to this Vice President are the Director of Enrollment Operations, the Director of Financial Aid, and the Executive Director of Admissions.

Among the key opportunities and priorities for the Vice President for Enrollment Management are the following:

- Develop a comprehensive enrollment strategy for both the undergraduate and graduate programs. Provide sound, consistent and strategic direction for the enrollment process, focusing on sustained, positive enrollment and revenue results. Think creatively about enrollment strategy. Maintain and continuously improve high academic standards for admission.
- Educate the campus community about best practices in enrollment management. Provide dynamic leadership to create and sustain a culture of shared ownership of enrollment management. Provide a strong, knowledgeable, and influential voice in identifying pertinent national issues and trends.
- Guide strategic discussions regarding multiple – and often competing – enrollment goals, including class size, academic quality, net tuition revenue, and diversity. Provide context and a broad perspective on national and international market dynamics and challenges. Help the PC community understand important enrollment metrics and the possible effects and consequences of proposed actions.
- Understand the Presbyterian College culture. Be creative and adaptable in crafting enrollment strategies, while respecting the College's culture, character, values, and traditions.
- Direct the admission and financial aid organizations as an integrated team. Manage the admissions and financial aid offices under single leadership to optimize student recruitment, as well as meet entering class size, academic quality, and net tuition revenue objectives.
- Manage net tuition revenue targets. Work closely with the cabinet, and especially the Vice President of Finance, to ensure balance in the entering class size, financial aid expenditures, tuition pricing, and net tuition revenue goals. Provide enrollment projections for the annual budget as well as the 5-year enrollment forecast.
- Assess the effectiveness of Presbyterian's financial aid policies and strategies. Evaluate the effectiveness of PC's need-based financial aid and merit-based scholarship policies in attracting a talented, diverse, and engaged student body. Determine ways to effectively leverage institutional and other resources.
- Recruit and enroll students who will succeed at Presbyterian. Look beyond the entering class with an eye to the graduating class, enrolling students with a high probability of graduation.
- Develop a meaningful connection with faculty. The Vice President Enrollment Management will want to communicate regularly with faculty members and others to have a deep understanding of Presbyterian and its programs, as well as to create a shared understanding of the College's enrollment challenges and opportunities.
- Develop a meaningful connection with alumni. In collaboration with the Advancement staff, deploy alumni resources as effective extensions of the admissions process. Utilize their energy, particularly in securing acceptance of the College's offer, with students and parents alike.
- Manage a high-performing team of professionals. Guide the Admissions and Financial Aid teams in a thoughtful manner and provide active direction to them.
- Serve as a collaborative partner with the President and cabinet to identify, evaluate, implement, and promote strategic initiatives to drive enrollment.
- Coordinate and lead the Retention Committee in strategic evaluation, planning, and developing and implementing policies and procedures to increase the retention of students leading to a greater percentage of graduates.



Qualifications:

From prior experience, the successful candidate will have an exceptional record of regularly achieving enrollment and net revenue goals and improving a school's overall enrollment condition. We seek an enrollment leader with administrative experience and emotional intelligence who can see and manage toward the big picture with creativity, clarity, and focus. The successful candidate will display a strong belief in the value of a liberal arts education, the mission of Presbyterian College, and value/embrace diversity and inclusion. The successful candidate will have substantial experience in comprehensive enrollment management and hold a bachelor's degree (advanced degree preferred).

A representative list of desired qualifications includes the following:

- Is a strategist in enrollment, broadly defined
- Possesses strong motivation to achieve goals
- Is able to establish clear directives
- Has skill in encouraging and managing positive change
- Possesses exceptional communication skills, including the ability to listen well and speak and write persuasively
- Is savvy about both the business and student side of enrollment management
- Is able to make tough decisions
- Displays grace under pressure
- Displays collaborative leadership style and a welcoming personal style
- Possesses Strong planning skills
- Has ability to manage, mentor, and inspire staff
- Is committed to the highest ethical standards of admission and financial aid practices.
- Possesses credibility and strong networks among higher education professionals and organizations
- Is imaginative; has the vision and ability to see what is possible.
- Possesses a strong knowledge of effective technologies and tools that are essential to successful enrollment management





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EXECUTIVE SEARCH *Plus*

Presbyterian College is being assisted by the partners of
Hyatt-Fennell

Deadline: March 7, 2024

Nominations and application materials should be
submitted to Cheryl Hyatt or Jann Weitzel at
Presby@Hyatt-Fennell.com

Applications include a letter of interest, current
curriculum vitae, and contact information for five
professional references.

All applications and nominations will be considered
highly confidential.

Applications will be reviewed as they are received.



Presbyterian College is an EEO employer and does not discriminate against any person or group on the basis of age, color, disability, gender, pregnancy, national origin, race, religion, sexual orientation, veteran status or genetic information. PC is building a culturally diverse faculty and staff committed to working in a multicultural environment and encourages applications from minorities and women.