



NOTRE DAME
OF MARYLAND
UNIVERSITY

**Vice President for Enrollment Management &
Marketing (VPEMM)**

Notre Dame of Maryland University educates leaders to transform the world. Notre Dame challenges women and men to strive for intellectual and professional excellence, build inclusive communities, to engage in service to others and to promote social responsibility.

About Notre Dame of Maryland University

In 1895, our founders, the School Sisters of Notre Dame built an institution to educate students who are hungry to make their mark on the world and be a force for positive change. We had to open doors and knock barriers down—and we've been knocking them down ever since. Notre Dame was the first Catholic college in the country to award women the baccalaureate degree. As society has evolved, so has NDMU. Today, we are comprehensive, gender-inclusive environment offering programs at the undergraduate, graduate, and doctoral levels.

The University enrolls approximately 2,000 students and has Schools of Arts, Sciences and Business; Education; Nursing; and Pharmacy. Additionally, the University offers programs for adult students online and at several additional locations across the state. NDMU is six miles from downtown Baltimore and located on a beautiful 60-acre wooded campus in the northern Baltimore, Maryland residential neighborhood of Homeland. U.S. News and World Report ranked NDMU in 2023 as tied for No. 54 in its Regional North category. NDMU was also ranked No. 18 in Top Performer of Social Mobility, the highest of any Maryland institution in this regional category, and No. 39 in Best Value Schools.





Vice President for Enrollment Management & Marketing (VPEMM)

Notre Dame of Maryland University (NDMU) (www.ndm.edu) is accepting applications and nominations for the position of Vice President for Enrollment Management & Marketing (VPEMM).

Reporting to the President, the Vice President for Enrollment Management & Marketing is the institution's chief enrollment and marketing officer. The VPEMM serves as the University's strategy and implementation leader on all matters related to enrollment and has the responsibility for developing, leading, and managing a comprehensive enrollment program that incorporates best practices in undergraduate, adult, transfer, and graduate recruitment, financial aid, and enrollment marketing. Additionally, the VPEMM provides leadership and oversight of NDMU's Division III athletic program. This position interacts with administrators, board members, directors, and mid-level management staff to achieve enrollment management goals. Serving as a senior administrator dedicated to the mission of the Notre Dame of Maryland University, the VPEMM must maintain an institutional view of goals and priorities and advises the President in setting the overall direction for the University. The VPEMM must maintain an institutional view of goals and priorities and advises the President in setting the overall direction for the University.





ESSENTIAL FUNCTIONS

- Oversees all aspects of the admissions and financial aid operations and is responsible for providing leadership and coordination for a comprehensive enrollment management strategy that is consistent with the goals, mission, and resources of Notre Dame of Maryland University.
- Responsible for developing, implementing, and overseeing the execution of a multi-year and annual comprehensive enrollment plan with appropriate goals that include strategies to recruit, enroll, and retain traditional and non-traditional undergraduate, transfer, and graduate students.
- Responsible for developing annual admissions and financial aid forecasts, predictive models and budgets.
- Building, leading and motivating a stable admissions team to ensure that enrollment goals are met.
- Developing and implementing an annual marketing plan to maximize recruitment across all programs.
- Collaborate with faculty and others to achieve enrollment goals.
- Responsible for planning, implementing, monitoring, and evaluating the specific programs, services, and functions designed to meet institutional objectives related to enrollment management to optimize yield and net tuition revenue.
- Provides oversight and recruitment strategy for NDMU's Division III Athletic program.
- Collects, analyzes, and presents data needed for policy implementation, decision making, and project/program development implementation.
- Prepares comprehensive reports, proposals, and presentations.
- Ensures planning for key committees and board meetings.
- Partner effectively with external partners.
- Works collaboratively with senior administrators as a member of the President's Cabinet, Board of Trustees, directors, and mid-level management staff to achieve enrollment management goals.
- Direct efforts to achieve enrollment goals by analyzing key quantitative data and monitoring performance indicators of all staff members.
- Implement admissions criteria and individual admissions decision that further the University's enrollment goals.
- In conjunction with the Director of Financial Aid, oversee the awarding of financial aid and manage the University's plan to increase net tuition revenue and lower the tuition discount rate.
- Administer the salary and operating budgets for admissions, financial aid, and marketing.
- Be a collaborative, approachable, empowering, and visible member of the NDMU team.
- Performs such similar, comparable, or related duties as may be required or assigned.



QUALIFICATIONS

Knowledge: Bachelor's degree; Master's degree preferred. Knowledge of key issues in higher education and enrollment management and strategic marketing and trends. Knowledge and experience with Enterprise Resource Planning (ERP) systems, (Ellucian Colleague preferred), Enrollment Marketing Platform (EMP) systems (Liaison preferred), budget oversight, and a high level of understanding of financial aid.

Experience: Minimum seven years' professional work experience in higher education in an administrative or supervisory capacity with evidence of progressively increasing responsibility. Significant experience in developing and implementing enrollment management activities, including traditional and non-traditional undergraduate, transfer and graduate admissions and recruitment, financial aid, and strategic marketing.

Skills/Aptitude: Ability to engage in strategic enrollment planning, data and trend analysis, and program development. Excellent oral and written communication skills are needed. Outstanding interpersonal skills and the ability to represent the mission of the University are essential. Strong initiative and the ability to devise solutions to complex problems and effectively manage multiple long- and short-term strategies, programs, and objectives are expected. Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of students and an appreciation and commitment to the history, values, and mission of NDMU are also expected.





Notre Dame of Maryland University is being assisted by the search firm of Hyatt-Fennell, Executive Search Plus. Nominations and applications should be submitted to Cheryl Hyatt at ndm@hyatt-fennell.com. **Please specify the search in the subject line**

Applications include a focused cover letter, a resume/CV, and contact information for 5 professional references.

Applications will be reviewed as they are received and must be **submitted prior to May 1, 2024** to receive full consideration.

Applications and nominations will be considered highly confidential.

Notre Dame of Maryland University is an EEO employer.



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