

The logo for Elms College, featuring the word "ELMS" in a large, bold, white serif font above the word "COLLEGE" in a smaller, white sans-serif font, both set against a dark green rectangular background.

ELMS  
COLLEGE



The College of Our Lady of the Elms, a Catholic college, educates a diverse group of students in a supportive, vibrant learning community. Combining a liberal arts education with professional studies, Elms College empowers students to effect positive changes in the community and in the world.

Affirming the founding tradition of the Sisters of St. Joseph, Elms College challenges students to embrace change without compromising principle, to respond creatively to the demands of their chosen careers, and to advocate for people in need. Elms College is a community rooted in faith, educated in mind, compassionate in heart, and responsive to civic and social obligations.

Elms College (also known as College of Our Lady of the Elms), a private, Catholic, coeducational liberal arts institution whose mission is to educate students of all backgrounds that have distinguished themselves inside and outside the classroom. Located in Chicopee, Massachusetts and founded in 1928 by the Sisters of St. Joseph of Springfield, Elms offers associate's, bachelor's, master's, and doctor of nursing practice degrees. The College is dedicated to non-discriminatory educational practices and aims to eliminate barriers to equal access and treatment for its community by fostering a diverse, equitable, inclusive, and just environment.

The Elms offers an academic strategy based on developing a strong sense of what each person can contribute to the world, to their neighborhood, and to one another. To embody these goals, a welcoming community is created that not only enables Elms' students to thrive but one that the students will take with them after they graduate.

The Elms College community affirms their Catholic identity and their relationship with the Sisters of St. Joseph. The trustees, faculty, staff, and students, aspire to live and work as an academic community according to these core values.

Elms College at a glance: [Quick Facts - Elms College](#)



### **DIVERSITY STATEMENT**

Elms College’s diversity statement embodies the charism of the founders, the Sisters of St. Joseph, including embracing “the love of neighbor without distinction” and whose Catholic heritage guides their intellectual, social, educational, and community endeavors.

The college values diversity, equity, and inclusion in all curricular and co-curricular programs. We encourage people of color, LGBTQ+ individuals, members of ethnic minorities, individuals with disabilities, foreign-born residents, and veterans to apply for our positions. We want to ensure all applicants demonstrate intercultural competence, commitment, and experience working with diverse populations, proven through educational background, professional development, and lived experience.

Elms College is an equal opportunity employer. Applicants will not be discriminated against because of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition, or any protected category prohibited by local, state or federal laws.

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet every qualification outlined in the job description. At Elms, we want to ensure we find the best candidate for the position, and we believe that candidate may come from a less traditional background. Therefore, if you are interested in applying, we encourage you to think broadly about your experience and qualifications for the role.



# Vice President for Enrollment Management and Marketing

Reporting directly to the President and serving on the President's Cabinet, the VP Emm plays a significant role in strategic enrollment planning and is responsible for meeting enrollment targets within approved operating budgets. The Vice President for Enrollment Management and Marketing serves as the chief enrollment officer of the College and provides leadership for traditional admissions (first year and transfer), continuing education (adult degree completion), graduate admissions, financial aid, and marketing and communication activities.

## PRIMARY DUTIES & RESPONSIBILITIES

### Executive Leadership

- Advise the President and the Cabinet on strategic enrollment goals, establish and execute a strategic plan for the Enrollment and Marketing division that reflects the college's overall strategic objectives that aligns with the financial plan of the university.
- Directly supervise the head of undergraduate admissions, graduate and professional education recruitment, financial aid, marketing, and enrollment systems; set directions, departmental goals, and assist and advise in matters related to personnel and program management in their respective departments.
- Prepare and manage annual budgets to support admissions, financial aid, the marketing and communication department, and enrollment marketing.
- Stay informed of best practices in enrollment management nationally among institutions of similar size and nature, including traditional first year and transfers, adult learning styles and preferences, and graduate/continuing professional education.
- Advise Senior Administrators and Board of Trustees regarding enrollment related issues.
- Along with the Vice Presidents of Academic Affairs and Student Affairs, participate in the development and implementation of the College's retention strategies and programs.
- Manage the relationship with all campus vendors and partners involved with the College's enrollment and recruitment efforts.

### Admissions, Financial Aid, and Enrollment Management

- Working in close collaboration with the Vice President for Finance and Administration, lead the process of developing annual enrollment goals and an annual action plan to reach those goals.
- In collaboration with the College's outside consultant, leverage financial aid within the budget approved by the Vice President for Finance and Administration to achieve the multiple aspects of the College's enrollment goals.
- Analyze data on which all goals, strategies, and tactics in the enrollment action plan are based.
- Effectively implement the annual action plan and oversee the planning and management of all admissions and recruitment efforts including campus visits, direct mail, publications and web presence, recruitment travel, prospect communications and follow-up, and data systems management
- Provide regular updates regarding the status of operations in all areas of enrollment, including progress toward enrollment and discounting (net revenue) goals.

### Marketing and Communication

- Develop the College's short-term and long-term marketing strategy to compel a broader interest in Elms College from existing and potential prospective student target markets for all modalities and lead the College's marketing team in executing this strategy utilizing all marketing channels (print, electronic, broadcast, billboards, social media, etc.).
- Assess and oversee website updates as needed with relevant, factual data supported by photography and video for recruiting a diverse population of students.
- Engage faculty, staff, senior leadership, athletic staff, alumni, and current students at a high level in the recruitment process.
- Supervise the Office of Marketing and Communications which is charged with coordinating the College's outreach to traditional and social media; publishing Elms Magazine, the College biannual publication geared to all College constituents; monitoring and maintaining the College's reputation; drafting internal communication and speeches for the Office of the President.
- Represent the College publicly, as needed, to aid in the shaping of the image awareness of Elms College.





**REQUIRED KNOWLEDGE, SKILLS & ABILITIES**

- Master's degree required.
- Ten (10) or more years of progressively responsible experience in higher education enrollment management, with a record of increasing the geographic and cultural diversity of the applicant and matriculated pool. A combination of years in higher education enrollment, marketing, or another comparable field-
- Demonstrated success in working with faculty, student life professionals, athletics, high school and transfer counselors, and alumni as key influencers of new student enrollment and retention.
- Must have demonstrated success in working with members of the extended campus community.
- An appreciation and understanding of the value of the liberal arts and its integration with professional education in recruitment and marketing efforts.
- Supportive of the College's Catholic identity and the charism of the Sisters of St. Joseph with the ability to integrate these in recruitment and marketing messaging.
- An understanding of the on-line environment in higher education and the expectations of students for diverse learning modalities.
- An understanding of the complexity of recruiting and marketing to the various types of students that comprise the academic programs of the Elms. Additionally, demonstrates an awareness of the general enrollment challenges facing higher education, especially for small, tuition-driven institutions.
- Demonstrated professional and personal integrity.
- Experience with contemporary financial aid leveraging strategies and tools.
- Experience with marketing, communications, and public relations functions particularly as it relates to new student enrollment. This includes experience with CRM, social media, print and electronic communication and website development.
- Experience in gathering and analyzing data effectively in decision-making, including predictive modeling and strategic planning related to Enrollment and Marketing.
- Experience or familiarity with international student recruitment, enrollment, and retention.
- Experience with developing and implementing institutional branding and messaging and an appreciation for working with students and families from diverse backgrounds.
- Creativity of thought and action and ability to provide fresh thinking to a variety of enrollment related issues.
- Intellectual agility and confidence in current abilities while at the same time demonstrating capacity to learn and accept new ideas.
- An exceptional command of the written and spoken word, and comfort using a wide variety of communication platforms.
- A strategic mindset and a willingness to take calculated risks.
- A contemporary technical skill set including the ability to mine and use data to make informed decisions.
- The ability to successfully and effectively integrate admissions and marketing operations into a mission-focused culture that prides itself on timely and relevant communications, hospitality, and service.
- A strong business acumen.
- A keen awareness of the students to serve and the passion to deliver on the Elms' promise.
- Exceptional organizational skills and proven successful management experience.
- A collegial management style and ability to hire, train, inspire and evaluate staff.
- A vision for long term, sustainable success.
- Excellent interpersonal skills that allow the Vice President to work with multiple stakeholders.



## **SUPERVISORY RESPONSIBILITIES**

The Division of Enrollment Management and Marketing includes 22 employees. Direct reports of the VP Emm are the Director of Undergraduate Admissions, Director of Graduate and Continuing Education Admissions, Director of Marketing and Communications, Director of Financial Aid.

## **STANDARDS OF PERFORMANCE**

- Flexibility and adaptability to accommodate the changing needs of departments and institutional goals.
- Execute final decisions regarding applicants and management of department.
- Communicate effectively with prospective students, families and advocates as well as with the campus community.
- Demonstrates successful relationship-building skills.
- Plan and organize department activities and travel.
- Adhere to procedures and explore opportunities for improvement.
- Advise and coach Admissions staff, Financial Aid, and Marketing staff.
- Ability to manage multiple projects and priorities to meet deadlines.
- Successful leadership and supervisory ability to provide direction to Admissions, Financial Aid, and Marketing Departments.
- Establish goals and objectives with regard to recruitment and enrollment.
- Guide others in setting goals to support overall College financial sustainability.
- Results oriented.
- Utilize existing and untapped resources for the benefits of recruiting and admitting students.
- Technologically competent in Enrollment Management Systems, ERP and CRMs; Colleague, Recruit, and/or Slate preferred.
- General knowledge and promotion of the mission of the College, purpose, goals, and the role of this position in achieving strategic goals.





## Elms College is being assisted by the partners of Hyatt-Fennell

Nominations and application materials should be submitted to Cheryl Hyatt or Francesco Cesareo at [ElmsVPEMM@Hyatt-Fennell.com](mailto:ElmsVPEMM@Hyatt-Fennell.com)

Applications include a letter of interest, a current résumé/cv, a statement on Diversity, Equity, and Inclusion (DEI) describing interest in and experience with matters of DEI, specifically as they relate to the position, and contact information for five professional references, submitted in separate documents.

All applications and nominations will be considered highly confidential.

Applications will be reviewed as they are received.

**For more information:**

Cheryl Hyatt or Francesco Cesareo - 724-242-0476 [ElmsVPEMM@hyatt-fennell.com](mailto:ElmsVPEMM@hyatt-fennell.com)  
[www.HYATT-FENNELL.com](http://www.HYATT-FENNELL.com)

