



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.

King's College
Vice President for Enrollment Management

[King's College](#), a Catholic college in the liberal arts tradition, located in Wilkes Barre, Pennsylvania, seeks nominations and applications for the position of Vice President for Enrollment Management. The Vice President for Enrollment Management will provide leadership in developing and executing an enrollment management plan that will enhance the mission, maximize brand awareness, and contribute to the ongoing success of this 75-year-old institution of higher education. The successful candidate will join the new president of the College, [Fr. Thomas P. Looney CSC, Ph.D.](#), and his senior leadership team, and will be charged to develop and lead strategic initiatives in the areas of undergraduate and graduate recruitment, enrollment, and operations, as well as financial aid, for all King's College students. The new vice president will demonstrate unquestionable integrity, be an outstanding communicator and strategic thinker who engenders trust and cultivates collaboration. The successful candidate must support the goals, values, and mission of the college to warmly welcome students, provide them with a rigorous academic environment, and support them in life-long learning.

OPPORTUNITIES AND PRIORITIES

Since its founding, King's College has built a distinctive niche in its primary markets with unique academic program offerings, a mission of service to the community, and opportunities for first generation students to attend a four-year college. Changing demographics and increased competition will require the Vice President to examine and implement new strategies to improve market position (first year and transfer), explore growth of enrollment in new and emerging markets (including adult, graduate, online, and international students) and increase net tuition revenue. This will require an enrollment strategist, wise in the use of data and research to drive evidence-based decisions, who can also capitalize on the College's commitment to individualized student attention.

King's College is rich in dedicated faculty and staff who are committed to the success of its students and the institution; they, along with a growing base of alumni, will provide the Vice President with valuable human resources that will aid the overall enrollment effort. The community is eager to collaborate in enrollment initiatives. The admissions and financial aid staff members have developed strong working relationships and are committed to a high level of service to both prospective and matriculated students. Admissions and coaches in the school's NCAA Division III athletic program have thrived best when in a strong partnership, ensuring full rosters of qualified student-athletes.

Tuition and room and board charges are competitive for the market and offer a useful marketing tool in attracting prospective students.

The College has completed a thorough assessment of the changing occupational landscape and believes that its current academic offerings in the liberal arts and sciences and pre-professional areas, including the development of a new Doctorate in Occupational Therapy program, position the College well for the future.

PRIMARY DUTIES AND RESPONSIBILITIES

As Vice President for Enrollment Management, the selected candidate will be responsible for the following duties and responsibilities:

- Create an enrollment program consistent with the College's mission, its Catholic identity, and the values of the Congregation of Holy Cross.
- Develop, lead, execute, and be held accountable for a College-wide, cross departmental, strategic, and measurable enrollment management plan that meets goals for net tuition revenue generation and student count through effective recruitment of traditional undergraduate, post-traditional undergraduate, transfer, graduate, and international students.
- Sustain a strong enrollment analytics function that leverages tools, staff, and consultants when developing analyses, employing data-driven metrics and predictive modeling, and implementing recruitment and retention strategies.
- Develop and manage data-driven, comprehensive student financial assistance programs that leverage the College's funding to support enrollment strategies and priorities, while complying with all federal, state, accreditation, and institutional regulations and policies.
- Work to ensure seamless, customer-centered handling of issues that arise regarding admissions, financial aid, and other areas of the Enrollment Management division while working collaboratively on student success and retention.
- Systematically assess and revise organization, systems, processes, and procedures of the Enrollment Management division to improve efficiency and effectiveness.
- Provide support, professional development, and mentorship for direct reports in their efforts to produce positive experiences for prospective students.
- Continually evaluate peer strategies to remain competitive.
- Work collaboratively with the President's Cabinet to ensure the alignment of enrollment, academic, and financial goals for the College and to manage enrollment processes across the College so that enrollment and the interests of prospective students remain a high priority and shared responsibility.
- Participate fully as an active and visible member of the College community.
- Demonstrate success in building, developing, and maintaining an effective enrollment management team, including mentorship, development, and performance management.
- Demonstrate success with contemporary marketing and outreach strategies and techniques.
- Possess an understanding of NCAA regulations for Division III athletics and the ability to foster partnerships with coaches and athletic administrators to facilitate the strategic recruitment of student athletes.
- Partner with faculty, staff, coaches, alumni, trustees, donors, and community organizations to develop pathways for the successful recruitment of students from

diverse populations, especially those from first generation backgrounds and other historically underrepresented populations.

- Collaborate institutionally to improve the retention of students and to enhance student outcomes and experiences.
- Serve as a member of the Senior Cabinet, reporting directly to the President.

QUALIFICATIONS, EXPERIENCE, AND PERSONAL QUALITIES

The successful candidate will be a strategic, innovative, analytical, and creative thinker who values collaboration with multiple stakeholders in achieving enrollment goals. It is expected that the Vice President for Enrollment Management will have earned a bachelor's degree (advanced degree is preferred) and possess at least eight years of demonstrated leadership in the areas of enrollment management, recruitment, and retention of prospective students. In addition, the successful candidate will also possess all or most of the following abilities and characteristics:

- An appreciation of the value of Catholic higher education and respect for the traditions of the close-knit culture of King's College.
- Knowledge of integrated marketing and brand communications.
- Diversely equipped with excellent interpersonal, organizational, and analytic skills and with effective oral and written communication skills.
- Familiarity with undergraduate, graduate, and non-traditional student recruitment and marketing; aware of the nuanced differences of recruiting and enrolling students.
- Strong understanding of how to leverage financial aid to maximize enrollment of new and continuing students.
- Credible, resilient, and forward-thinking leader with a demonstrable record of successful recruitment, professional diligence, and creative thinking regarding recruiting and enrollment.
- An appreciation for the art and science of recruitment, from prospecting to enrollment.
- Knowledge of FERPA, Title IX, and other regulatory guidelines.
- Ability and willingness to resourcefully implement visionary plans to increase enrollment of all populations.
- Broad base of knowledge regarding all facets of external marketing and promotion, including print, web development, and contemporary social media tools.
- Collaborative leader with a calming presence and a flexible and adaptable approach.
- Willingness to partner with alumni and advancement in expanding the recruitment reach in developing territories and populations.
- Humanistic and relationship-driven colleague who espouses servant leadership and possesses strong emotional intelligence.

KING'S COLLEGE

Founded by the Congregation of Holy Cross from the University of Notre Dame, King's College offers excellent academic and professional programs built upon a strong liberal arts core and the Catholic intellectual tradition. Recognizing the challenges facing higher education today, the College rises to meet those challenges by ensuring its curriculum and educational offerings evolve to best serve student needs. The King's College experience goes beyond traditional classroom learning and incorporates high impact

learning practices such as experiential learning, service learning, undergraduate research, study abroad, and capstone courses and seminars.

When the College began in 1946, it served the children of coal miners; today it remains today true to its mission of providing access to higher education by overcoming racial, social, and economic barriers. Approximately 40% of the student body is first-generation college attendance. The Achievement Plus Program assists first year and first-generation students with their transition to King's College. The college prides itself on a low student to faculty ratio (13:1), professional accreditations, a tradition of service, and financial aid resources that make a King's education affordable. Exceptionally high placement rates for careers and graduate school are noted within six months of graduation.

King's College enrolls approximately 2,100 full-time students: 1,900 at the undergraduate level and slightly over 200 graduate students. Among the 550 incoming undergraduate students who enroll each year, approximately 11% are transfer students. Approximately 99% of students receive financial aid with over \$36 million of institutional aid awarded annually to King's students. King's College offers 40+ undergraduate degree programs, and seven masters programs.

A new addition to the portfolio of programs will include a Doctorate in Occupational Therapy. All undergraduate students are required to complete a core curriculum in the liberal arts in addition to the courses in their major. Undergraduates may also enroll in double majors, honors and independent study programs, practicums, internships, and study abroad.

Admissions

The College has a rolling admissions policy, with notifications beginning in October of the applicant's senior year. The College uses SLATE as a comprehensive platform for admissions and enrollment. The admissions staff is a blend of seasoned professionals and those new to the profession; they are energetic, dedicated to King's and its mission, and are open to new ideas, strategies, and tactics. The College has a welcoming admissions facility, located near the center of campus.

Financial Aid

Institutional Aid for 2020-2021 is estimated at approximately \$36 million, deployed as both merit and need-based aid. The College uses Ellucian software (Colleague) and has made significant strides in recent years to be more fully automated, including extensive use of communications management. The financial aid staff is seasoned, professional, and works well with both prospective and continuing student populations. There is a strong spirit of cooperation between the admissions and financial aid offices.

Marketing (potentially within the scope of responsibility)

Currently, the Office of Marketing and Communications and the Office of Public Relations work independently, but collaboratively; both offices report to the VP for Institutional Advancement. Both are dedicated to advancing the mission of King's College through strategic marketing and communications initiatives, with the goal of providing a consistent, positive image of King's College to a variety of

audiences. Marketing and Communications coordinates all advertising done by the College, including print advertisements, television and radio commercials, and billboards. This office is responsible for the creative conceptualization, art direction, photography, video, and production of all admissions-related publications. In addition, it oversees design of print materials for numerous offices on campus, oversees the graphic execution of the website, and manages the photo and video libraries.

Accreditation

King's College is accredited by the Middle States Association of Colleges and Schools. Professional accreditations include:

- AACSB International (Association to Advance Collegiate Schools of Business - one of only 900+ schools in 50+ countries in the world with his designation)
- The Accreditation Review Commission on Education for Physician Assistants (ARC-PA)
- The Commission on Accreditation of Athletic Training Education (CAATE)
- The Commission on Collegiate Nursing Education (CCNE)
- The American Chemical Society (ACS)

King's College is also anticipating review accreditation from the Engineering Accreditation Commission (EAC) of ABET in the fall of 2021. In the fall of 2020, King's College approved the development of a Doctor of Occupational Therapy program and will apply for accreditation candidacy from the Accreditation Council of Occupational Therapy Education (ACOTE) in Fall 2023.

Further recognition received includes: nine consecutive years on The President's Higher Education Community Service Honor Roll; *Forbes*—listed as one of the Best Colleges and Universities in the U.S; *Barron's*—ranked in the top 10% for Best Buys in College Education; *The Princeton Review*—ranked as one of the best colleges in the Northeast; and *U.S. News & World Report*—ranked for 22 consecutive years among the Best Colleges in the U.S.

In August 2021, King's College was awarded a three-year, \$300,000 grant award from the AllOne Foundation to establish a Community Health Impact Program; and was one of 151 colleges and universities to be named to Phi Theta Kappa Honor Society's (PTK) 2021 Transfer Honor Roll in recognition of the dynamic pathways it has created to support transfer students.

Student Life

Approximately 50% of King's undergraduate students live on campus. The college supports 50+ clubs and organizations which include student government, student publications, on-campus radio, and TV stations, the visual and performing arts, club sports, and community service. The Sheehy-Farmer Campus Center is the hub of student life and activities.

King's supports 27 NCAA Division III athletic teams and boasts high participation rates among its students. Athletic facilities are among the best in the conference and include the 33-acre Robert L. Betzler

Athletic Complex and McCarthy Stadium and the recently expanded William S. Scandlon Physical Education Center. For the 2019-2020 academic year, 331 King's student athletes were named to the conference All-Academic Team for posting a minimum of 3.2 cumulative grade point average.

Finances

The College's operating budget is approximately \$70 million, the endowment is slightly over \$120 million, and the debt level is \$62 million.

Development /Alumni

King's College is the quiet phase of a \$50 million comprehensive campaign. The College has more than 23,000 living alumni with a participation rate of approximately 10.41%.

Vision

King's College has been dedicated to the Holy Cross ideal of transforming minds and hearts with zeal in communities of hope. The College's commitment to students is expressed both in the curriculum and in co-curricular programs encouraging service, fostering reflection, and cultivating leadership skills. Inspired by the teaching and example of its namesake, Christ the King, who taught by example and ruled by love, King's forms graduates who will champion the inherent dignity of every person and will mobilize their talents and professional skills to serve the common good. In the words of its founding president, King's teaches its students not only how to make a living, but how to live.

Leadership

The Board of Directors of King's College appointed Fr. Thomas P. Looney CSC, Ph.D. to serve as King's College's 10th President, beginning in 2021. In addition to a B.A in Psychology, he holds a M.Div. and Ph.D. in Theology. Fr. Tom has a passion for the ministry of King's College and has been a valued member of the community for 35 years with experience that includes serving as assistant professor and chair of the Department of Theology, AVP and Dean of the Faculty, AVP for Academic Success, Director of Campus Ministry, and College Chaplain. He served as the Provincial Superior of the Eastern Province of the Congregation of Holy Cross, the sponsoring religious community, and as the Vice President for Mission at Stonehill College. Board service includes Stonehill College, Renew International and the Peyton Centre in Co. Mayo, Ireland. His publications have focused on ecclesiology, religious life, and spirituality.

The President's senior leadership team includes the: Provost and Vice President for Academic Affairs, Vice President for Institutional Advancement, Vice President for Enrollment Management, Vice President for Student Affairs, and Vice President for Business Affairs and CFO.

Additional information about King's College may be found at <http://www.kings.edu/>

Location

King's College is located in Northeastern Pennsylvania in the heart of Wilkes-Barre, a progressive city with industrial roots. The Scranton/Wilkes-Barre area has a population of more than 550,000, and with ready access to several major interstate highways. Metropolitan areas such as New York City, Philadelphia, and Washington DC are only a few hours away. Recreational areas including the Pocono Mountains and the Jersey Shore are within easy driving distance from Wilkes-Barre. The region is noted for its affordable housing, low commute time, excellent schools, fresh air, and quality health care. The region supports a Triple A baseball team and an American Hockey League franchise. The Wilkes Barre/Scranton International airport is serviced by United Airlines and American Airlines. Additional information regarding the surrounding location may be found at <https://www.wyomingvalleychamber.org>.

To Apply

[Napier Executive Search](#) is assisting King's College with this search for Vice President for Enrollment Management. For more information or to nominate someone for this position, contact Mary Napier (mary.napier@napiersearch.com) or Laura Robinson (Laura.Robinson@napiersearch.com) for a confidential conversation. Interested candidates should submit a résumé along with a cover letter expressing interest in this position. Candidates should provide the names and contact information of at least three professional references; references will not be contacted without permission. For best consideration, all application materials should be submitted electronically to Kings@napiersearch.com by October 19. Materials will be reviewed in late October and the search will remain open until the position is filled. The anticipated start date is January 2022.

King's College is committed to equal opportunity in the admission of students, the administration of its educational programs and activities, and for employees and applicants for employment without discrimination based on race, national or ethnic origin, religion, gender, marital status, sexual orientation, age or disability in accordance with applicable laws.

