

Vice President for Enrollment Management

POSITION PROSPECTUS



The Opportunity

The University of Texas Permian Basin (UTPB), part of the world-renowned University of Texas System, is now accepting inquiries, nominations, and applications for a visionary, strategic, collaborative leader to serve as its next Vice President for Enrollment Management.

The Vice President for Enrollment Management will join UT Permian Basin at an exciting time in its history. The institution is positioned to fuel the region's economic expansion that promises to last for decades, and as such, is uniquely qualified to be *the* academic heart of West Texas' next renaissance.

Reporting to the President, the Vice President for Enrollment Management will serve on the Executive Cabinet. Enrollment growth, increased graduate rates, and student success are key pillars of the University's newly developed Strategic Plan, and the Vice President will be a leader on these issues. The Vice President will play an integral role in the development and implementation of a strategic enrollment plan, including annual and multi-year enrollment goals, driven by the university's mission and informed by data and national best practices.

The Vice President must cultivate and enhance relationships with key constituent groups to facilitate collaboration and communication among all functions related to enrollment. Doing so will include partnering with student success teams to increase enrollment and graduation, as well as partnering with deans and department chairs to target program growth and support high-touch efforts. The Vice President will provide the necessary oversight, leadership, and coordination of the activities within the Enrollment Management division to ensure the advancement of university goals.

The candidate for Vice President for Enrollment Management must be able to manage multiple projects and processes simultaneously using strong organizational skills, with excellent interpersonal and communication skills that will motivate and facilitate successful growth. An analytical understanding of innovative technology that is necessary to assess and utilize recruitment data will be essential. The new Vice President will promote and celebrate the growth, development, and success of their team and The University of Texas Permian Basin.

MISSION

As a regional, comprehensive institution, The University of Texas Permian Basin serves as a diverse community of students from the region, the state, and beyond. Through excellence in student-centered teaching, learning, research, and public service, the University cultivates engaged citizens and impacts lives while advancing the technological and public interests of West Texas.



The University of Texas Permian Basin

The University of Texas Permian Basin takes pride in being part of the University of Texas System, known for its exceptional academic success, breakthrough research, and an international reputation for excellence and innovation. It includes 14 educational institutions throughout the state, including eight universities and six health institutions.

Home to over 6,000 enrolled students, UTPB benefits from the vast resources and support of the world-renowned University of Texas System yet is lean enough to foster a connected, tight-knit community while remaining financially accessible to any student; the community thrives off the private school atmosphere at a public school price. With an unwavering commitment to students, a strategic approach to designing higher education, and the resources to ensure academic success, UTPB is set to nurture the leaders who will go on to shape the future of West Texas and the rest of the country.



Every year over 250 teaching faculty at UTPB deliver a highly educated and savvy workforce back into the communities of the Basin and across the nation. UTPB offers 25 baccalaureate degree programs and 18 master's degree programs in the arts and sciences, business, engineering, education, and nursing, and the University continues to grow. Recently added chemical and electrical engineering programs offer unique internship opportunities that are attracting new students.

The new state-of-the-art kinesiology program, complete with a new building and labs, is helping UTPB students to become incredibly successful in multiple areas of the health professions and medical fields. UTPB students have a 74% acceptance rate to medical school, compared to the state of Texas average of 45%. In fact, in 2019, the top medical student accepted to the University of Texas System Medical program was a UTPB grad.

UT PERMIAN BASIN TOP 10 ACCOLADES

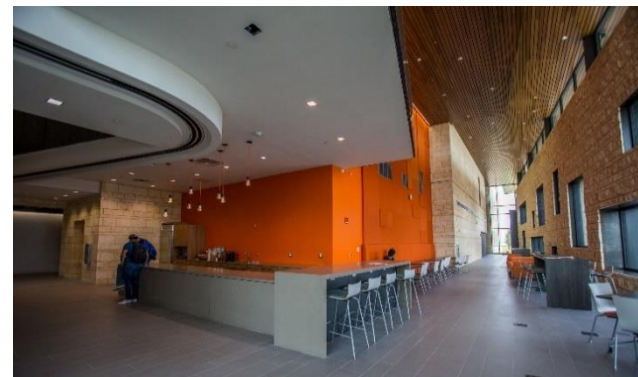
1. [Ranked in the top 30 by U.S. News & World Report for Social Mobility](#) (2020)
2. [Ranked in the top 50 for Top Public Schools by U.S. News & World Report](#) (2020)
3. [Ranked #1 by U.S. News & World Report for Highest Paid Petroleum Engineering Graduates](#) (2020)
4. [Ranked #3 for fastest growing colleges for Master's Degrees in the Nation by the Chronical of Higher Education](#) (2019)
5. [Ranked in top 40 for Best Bang-for-your-buck colleges in the nation by Washington Monthly](#) (2019)
6. [UT Permian Basin College of Engineering graduates receives 100% pass rate on Fundamentals of Engineering Exam](#) (2019)
7. [Ranked in the top 10 for top accredited online Universities in the Nation by Study.com](#) (2020)
8. [Ranked in the top 10 for best online MBA schools in the nation by gereducated.com](#) (2020)
9. [UT Permian Basin partners with UTHealth to expand MBA opportunities](#) (2020)
10. [Ranked in the top 15 for Best Colleges in Texas by greatcollegedeals.net](#) (2020)

The Texas Higher Education Coordinating Board recognized UTPB for being the first public university in the state to implement AVID strategies at the post-secondary level. The University offers Texas' first Early College High School that serves remote school districts using a blended online and in-person arrangement and with online dual credit courses available to schools throughout the state of Texas.

UTPB also offers residential, commuter, and on-line educational opportunities. Designated a Hispanic Serving Institution, half of UTPB's student population identifies as Hispanic and as a first-generation student.



In addition to its accredited and prestigious academic programs, UTPB boasts beautiful, state-of-the-art facilities that attract more than just the student population to its campus. The Wagner Noël Performing Arts Center has been ranked as one of the top performing arts centers in the world and #1 in Texas for university-based centers in 2013. With a gorgeous exterior design that references local themes of geology and open sky, the ASM Global managed facility is a source of pride for the campus and surrounding communities of Midland and Odessa, and is committed to providing a wide variety of local and national acts to attract visitors of all income levels, ages, and artistic taste. The 81-million-dollar facility and USITT Merit Award Recipient for excellence in architecture now hosts over 150 scheduled shows a year, ranging from Broadway and ballet to comedy and country music.



The campus is growing. UTPB recently unveiled its new engineering building this fall. The D. Kirk Edwards Family Human Performance Center will open this summer. The busy Student Activity Center is the heart of campus life, offering group meeting and study spaces, hang out spots, food, and fitness.

VISION

The University of Texas Permian Basin will be an innovative, responsive university that thinks large and lives local. We will lead in advancing education, research, economic competitiveness, and cultural enrichment.



Athletics are an important tradition at UTPB. 30% of face-to-face students are comprised of athletes with scholarships. UTPB participates in NCAA D-II sports, fielding teams in men's and women's soccer, cross country, swimming, basketball, and tennis as well as men's baseball and football and women's softball and volleyball. Football is a beloved pastime in the Permian Basin, and the growing football and marching band program, coupled with a larger cheer squad is attracting new students excited about building new traditions at the University.

By setting the standard for cooperation and inclusiveness with surrounding communities via programs, events, and learning opportunities, UTPB provides outstanding experiences for both students and area residents.

STRATEGIC PLAN

In order to reach its vision of being a high-performing institution that is learning-centered, affordable, and aligned around student success, UTPB has developed a strategic plan measured by key performance indicators and revolving around four strategic pillars:

1. Student Success
2. Serve the Region
3. Advance Creativity and Knowledge
4. Responsible Stewardship



The Permian Basin & West Texas

UNPRECEDENTED OPPORTUNITY

The Permian Basin is one of the fastest-growing, culturally vibrant, economically invigorated regions of the country—full of industry, culture, and wide-open spaces. Spanning an area of 75,000 square miles, the low-lying geological formation of the Permian Basin is a stunning stretch of land with unique beauty that's home to the big, beautiful Texas skies. It's also home to the world's largest petroleum field, one that is kickstarting a major transformation for Midland-Odessa and surrounding West Texas.



Accounting for 30% of the domestic oil production and recently named the largest oil reserve on the planet, the Permian Basin region of West Texas is poised to boost local and global economies for decades to come. As the U.S. is set to surpass Saudi Arabia as the world's largest oil producer, much of the growth in domestic oil production will come straight from the Permian Basin. The International Energy Agency expects global oil demand to grow until around 2040, which experts predict will support the creation of around 45,000 jobs across the Permian Basin through 2030.



However, it's not only oil that is fueling the region's substantial energy boom; wind and solar development continue to put the Permian Basin on the map as a critical energy provider for the future. West Texas is seeing an explosion in economic activity as other industries such as finance, construction, healthcare, digital technology, transportation, real estate, and public sector jobs grow alongside it. As the only major university in the Permian Basin region, UTPB is positioned to become its academic center, providing leadership and skilled professionals across all of the region's prominent and growing industries.



Midland and Odessa, Texas



Though people from all over the country call the Permian Basin home, there's no shortage of southern hospitality. Next-door neighbors Midland and Odessa are known for their laid-back, inviting communities that people around the country have come to associate with Texas towns. But it's not all cowboys and the wild west in the Permian Basin. The two cities combined make for a beautiful metropolis with plenty to do and see in the growing region - from a great variety of restaurants, museums, and theaters, to hiking and enjoying the area's natural wonders.

The cities of Midland and Odessa sit conveniently on Interstate 20, halfway between Fort Worth and El Paso. The community is only a four- to five-hour drive to the great city of Dallas, as well as the State Capital of Austin. Midland International Airport provides convenient air travel as well, but you may find yourself postponing trips while you explore what the area has to offer.





Outdoor enthusiasts will find an essential stop at the I-20 Wildlife Preserve and Jenna Welch Nature Study Center. The 99-acre preserve is centered on playa wetland and has a 3.4-mile trail system with an ADA-accessible trail loop, a 24-foot hawk observation tower, butterfly gardens, and feeding stations. A boardwalk that coasts for over 2,000 feet just above the wetlands with seven bird blinds is the perfect walk for birdwatchers. Just don't forget your binoculars!

History buffs will enjoy seeing the first bell that hung at the Alamo at the Haley Library and History Center, as well as President George W. Bush's childhood home. The Permian Basin Petroleum Museum boasts the world's largest collection of antique oil drilling equipment, but also a gallery featuring minerals from around the globe and a Chaparral Race Car Gallery. If the Texas night sky isn't celestial enough, book a Star Party at the Marian Blakemore Planetarium, home to a state-of-the-art Spitz SciDome HD Projector, one of the few in the world.

There's no shortage of nightlife, music festivals, art galleries, and ballet. If you love Broadway shows, you'll want to frequent the stunning Wagner Noel Performing Arts Center owned by The University of Texas Permian Basin. The area is also home to minor league baseball, hockey, and football games. And if you come to Texas without an appetite, you're in the wrong state. Downtown Odessa is a hub for local culinary arts and cuisine. Grab a quick bite at Torchy's Tacos or Derrick and Barrel inside the beautiful new Downtown Marriott and Convention Center. Texans also flock to Odessa for their annual Beer and Wine Festival and Summer Evening Concert Series that aren't to be missed.



The Permian Basin is the perfect starting point for the great American Road Trip; there's so much to explore within just a three-hour radius. Head west toward the border of New Mexico to explore the limestone caves at Carlsbad Caverns National Park. Head south near the border of Mexico for an extended camping trip within the gorgeous river canyons at Big Bend National Park. Even another country and culture are waiting for you to explore three hours away if you've got your passport updated and ready to go. The Permian Basin has so much to offer in and around its one-of-a-kind location.

The Position

VICE PRESIDENT FOR ENROLLMENT MANAGEMENT

THE ROLE

- Develop a detailed, comprehensive plan for enrollment management based on recruitment and retention goals of the university, including collaborating with the Deans and Directors to develop enrollment projections for all degree granting programs. The plan will include goals, defined targets, and follow-up steps.
- Lead the Strategic Enrollment and Marketing Committee(s) in a campus-wide effort to integrate enrollment and program planning, marketing strategy, and projections for all University undergraduate and graduate degree granting programs.
- In collaboration with the Provost, support the collection and analysis of retention data and other metrics, and use this information to coordinate the development of intentional programmatic initiatives, interventions, and services that positively impact the recruitment and retention of students.
- Assess admissions criteria and oversee admissions decisions that further the university's enrollment goals. Lead the department in carrying out an effective program for promoting and marketing admissions programs that will advance enrollment goals across the various groups of students served by UTPB, including first-generation, transfer, online, enrollment partnership, and residential students.
- Initiate, maintain, and refine data collection and analysis processes that will assist in evaluating recruitment, admissions procedures, financial aid, marketing events and enrollment management strategies, including administering all aspects of the Enrollment Management operating budget. This endeavor will involve engaging national consulting firms to help implement marketing campaigns, leverage financial aid, maximize net revenue, qualify student inquiry pools, and provide career assessment tools.
- In conjunction with the Director of Financial Aid, develop, oversee, and refine the University's financial aid matrix and strategies for the optimum utilization of financial aid funds to maximize net tuition revenue and student yield and minimize the tuition discount rate.
- Build upon successful marketing relationships to promote the marketing, licensing, and merchandising associated with the University.
- Build a strong, cohesive team effective in advancing enrollment within the organization. Serve as a leader in the division and across the University.
- Create a fun, vibrant environment while focusing staff on the core mission of being student-centered as they implement new foundational procedures and technology. Nurture staff to adhere to the culture of extra mile service, kindness, innovation, collaboration, and honesty—the core values of UTPB.
- Collaboratively develop, recommend and actively monitor divisional operating budgets to ensure operations are fiscally compliant. Develop and achieve short and long-term strategic plans for the department, to include doubling the number of graduates and enrollment over the next 10-15 years, and improving data and technology needed to progress.

- Engage in strategic planning, data, and trend analysis and develop a workable plan based off this analysis. Utilize resources effectively for success; quickly regroup and move forward as circumstances change.
- Remain current, interpret, and comply with all Federal, State, and University rules and regulations pertaining to compliance and other related business operations.
- Adhere to the policies and procedures established by the Texas Board of Regents and the University of Texas Permian Basin.

DESIRED PERSONAL QUALITIES

- Unimpeachable integrity, objectivity, and tenacity for doing what is right; ability to maintain highest ethical standards in both fact and appearance.
- Good listener with a sense of humor who exhibits grace under pressure. Honest and sincere in dealing with others.
- Track record for team building and management success. Leads and inspires by example in motivating a team to be their best; helps others reach goals.
- Visionary leader who can develop, assess, and implement a necessary plan going forward. Achieves set targets and goals while maintaining a student-centered focus.
- Uses excellent interpersonal skills to engage with community stakeholders and collaborate with other leaders.
- Takes ownership of and enjoys a challenge; doesn't make excuses but is a problem solver. A deep thinker who stays current on best practices and is willing to ask for help if needed. A doer who has the drive and tenacity to bring excitement to and build something special from obstacles and challenges.

REQUIREMENTS

A master's degree is preferred, and a doctorate is a plus. A minimum of seven years of professional work experience in higher education (within a 4-year institution is preferred) in an administrative or supervisory capacity with evidence of progressively increasing responsibility is required.

The successful candidate will have significant experience in developing and implementing complex enrollment management activities, including undergraduate and graduate admissions and recruitment, financial aid, and strategic marketing, as well as proven success in growing enrollment and building a team that effectively executes strategy.

UNIQUE OPPORTUNITIES

- Excellent opportunity to leave a legacy and accomplish something special with a program that will benefit the University and West Texas for years to come. Provide leadership for one of the most important and highly prioritized functions of the strategic plan. Guide and enjoy the support of a strong, supportive team that is focused on achieving university goals.
- Build a fulfilling career and make a lasting impact at a university that is part of a nationally acclaimed system and the academic heart of its region. Take advantage of a tremendous opportunity to shape

an office, receive professional achievement and recognition, and enjoy the support and loyalty of the executive administration in a family-oriented campus atmosphere.

- Join a culture built on core values of extra-mile service, kindness, innovation, collaboration, and honesty. UTPB's mission and focus is student and community focused.
- Enjoy the fruits of the Basin's economic boom and growing community, with the opportunity to play a role in shaping the future of West Texas and national culture. As the only four-year university in Midland-Odessa, the community support and potential to grow is tremendous.



- Sunshine is abundant in the Permian Basin, but with low humidity and cool breezy nights, outdoor events can be comfortably enjoyed. Rain and snow are rare in the region.
- Discover a warm, open, and appealing community in Midland and Odessa which, despite their growing population, have a small-town feel. From a great variety of restaurants, museums, and theaters, to hiking and enjoying the area's more natural wonders, there's never a shortage of things to do. Conveniently located on Interstate 20, halfway between Fort Worth and El Paso, Midland and Odessa are only a three-hour drive from two beloved National Parks: Big Bend and Carlsbad Caverns. Its proximity to Dallas, Austin, New Mexico, and Mexico, means new explorations are easily accessible. Midland's International Airport makes travel even more convenient.



Nominations and Applications

LeadExec is assisting The University of Texas of the Permian Basin in this national search. For inquiries, nominations, and applications, please contact:

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Please provide a cover letter and CV.

LeadExec is a respected expert in retained executive search and organizational development. We identify and engage leaders who make an impact and transform organizations.



The University of Texas Permian Basin is committed to providing an educational, living, and working environment that is welcoming, respectful, and inclusive of all members of the university community. An environment that is free of discrimination and harassment allows members of the University community to excel in their academic and professional careers. To the extent provided by applicable federal and state law, the University prohibits unlawful discrimination against a person because of their race, color, religion, sex, national origin, age, disability, genetic information, or veteran status.

The University's commitment to equal opportunity extends its nondiscrimination protections to include sexual orientation, gender expression, and gender identity. For more information, visit www.utpb.edu.