



# Vice President for Enrollment and Student Life

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POSITION PROSPECTUS

UNION  
COLLEGE

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# The Opportunity

Union College, a private liberal arts college in Southeastern Kentucky, seeks a creative, innovative, and dynamic professional to serve as **Vice President for Enrollment and Student Life**.

The Vice President will report to the President of Union College as a member of the senior leadership team. Responsibilities include undergraduate admission and student financial aid planning functions to strategically develop, execute, and refine all elements of the Enrollment Management Plan. In addition, the Vice President will oversee the work of the Dean of Students in leadership and development of an enthusiastic and dedicated Student Life staff supporting student service, safety, campus environment and student success.

The Vice President must be marketing-minded and strategic to design and implement programs that will advance deliberate and realistic recruitment goals. The successful candidate will provide leadership to ensure that Union College meets or exceeds the enrollment levels necessary to attain annual budgets and long-range financial goals, as well as meeting additional enrollment and retention goals.

## VISION

Union College is a nationally known community of learners whose graduates are distinguished contributors to the well-being of the individual, the economy, and the environment.





# VALUES

## **Celebration**

We celebrate the unique gift each brings to our community and the successes of each person. We look for and recognize promise in others, in ourselves, in our region, and in the world.

## **Integrity**

We strive to do what is right. We promote integrity and collaboration by actively listening, sharing information, and being honest.

## **Responsibility**

We take responsibility for our own success and failure and for our role as global citizens.

## **Civility**

We advocate civility in all our interactions. We show respect for each other and hold ourselves and others accountable.

## **Lifelong Learning**

We embrace the love of discovery and foster collaborative, connected, and active lifelong learning.

## **Engagement**

We promote leadership and service as civic responsibility. We strive to become servant-leaders. We honor and are active participants in the life of our home region and beyond.

## **Spirituality**

We encourage the spiritual quest. We challenge each other to discover, intellectually articulate, and embrace a life-affirming spiritual faith and/or philosophy of life.





Union College and its hometown of Barbourville have a symbiotic relationship dating back to 1879 when 35 local stockholders founded Union, the first college in the Kentucky mountains, to provide educational opportunities for their families and the greater region.

Today, Union College, affiliated with the United Methodist Church, upholds traditions set by these pioneers while embracing cultural change. Every year, incoming freshmen take part in a ceremony where they commit to upholding Union’s core values. The CIRCLES ceremony underscores Union’s values: Celebration, Integrity, Responsibility, Civility, Lifelong Learning, Engagement, and Spirituality.

Since its inception, Union has continued to flourish year after year, adding several graduate and undergraduate programs, taking advantage of the area's natural abundance to implement a variety of outdoor programs, and building initiatives that serve to ensure an environmentally and fiscally responsible campus.

Union students and staff frequently cite the family dynamic that exists within the campus and extends to their community of Barbourville. Students and staff volunteer more than 15,000 hours in an average academic year, and many come back to work at Union after they graduate. If a tight-knit academic atmosphere where everybody knows your name is what you’re after, Union College welcomes you with open arms.

## MISSION

To serve the academic needs of a diverse community of undergraduate, graduate, and continuing education students in a dynamic, personal environment that promotes intellectual, spiritual, and physical enrichment of students, faculty, and staff and the economic growth and health of our Appalachian region.



# CAMPUS PROFILE

**100%**  
OF STUDENTS  
RECEIVE GRANTS  
OR SCHOLARSHIPS

**25+**  
Clubs and Organizations

**15:1**  
Student-to-Faculty Ratio

Founded in **1879**

MORE THAN  
**35**  
DIVERSE MAJORS  
TO CHOOSE FROM

14,525 ALUMNI INCLUDING A NOBEL PRIZE WINNER

**60%** 1<sup>ST</sup> GENERATION STUDENTS

**1000** +/-  
undergraduate student population



## ACADEMICS

Union College offers 32 majors, 29 minors, nine pre-professional programs, online programs, graduate studies, and a strong liberal arts core. Intimate class settings with no more than 20 students in most classes translate to a more personalized education and focused attention from professors.

While Union's approximately 825 undergraduate students represent 31 states and 19 countries, the college is steadfastly committed to its young residents of Southeastern Kentucky. Union

staff continues to create and implement ways to ensure these students have access to an affordable, high quality private-college education.

A cooperating member of the [Kentucky Institute for International Studies \(KIIS\)](#), Union joins a number of other Kentucky colleges and universities to provide study abroad opportunities in [Argentina](#), [France](#), [Spain](#), [Mexico](#), [Germany](#), [Austria](#), [Italy](#) and [Ecuador](#). KIIS allows students to broaden their worldview and make life-lasting memories while earning credit toward their Union degree.



## EXTRACURRICULARS

Union knows college is so much more than studying and succeeding in the classroom. With all the clubs, organizations, and service opportunities Union offers, students discover passions and hone skills that will enrich them as citizens of the world.



### Clubs and Organizations:

- Athletic Training Student Association
- Bulldog Drama Club
- Nursing Club
- Psi-Chi
- Psychology Club
- Science Club
- Appalachian Wilderness Club
- Campus Activities Board
- Gay-Straight Alliance
- Social Players Guild

Additionally, Union College students can participate in spiritual, leadership, and community outreach organizations. For instance, Common Partners is one part of Union's civic engagement component that strengthens communities while allowing students to find the spark to inspire others.







## ATHLETICS

With 25 teams representing 15 different sports, over half of Union students participate in sanctioned athletics at Union. And with more than 100 conference championships, 44 national tournament appearances, two national championship teams, and individual national titles, it is clear the Bulldogs play to win.

National titles in men's basketball, archery, cycling, swimming and track & field have made recent headlines, while men's and women's soccer and women's basketball consistently rise to the national competition level.

## FINANCIAL AID

The financial aid staff at Union is committed and passionate about helping families navigate the college experience, providing counseling and the highest level of personal service. Union's comprehensive program offers traditional aid sources, scholarship and grant opportunities from the state of Kentucky, and direct aid from Union College made possible by the support from Union alumni and the college's endowment. With 100% of Union's students receiving tuition assistance, the staff understands that this is an investment that doesn't come easy for a lot of families.



# Barbourville, Kentucky

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The quaint town of Barbourville is nestled in the foothills of the Appalachian Mountains. While home to less than 3,500 residents, there is an abundance of activities. The surrounding area boasts beautiful waterfalls, winding trails to hike, and even rapids for white-water rafting. Whether you feel like brushing up on Civil War history, mountain biking for miles, or just tearing into some ribs at the local BBQ restaurant, Barbourville has you covered.

Historic Cumberland Gap is only 35 miles away while either Lexington or Knoxville can be reached in about an hour and a half.

## The Position

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### DUTIES

#### **Provide Leadership:**

- for Admissions and Enrollment teams throughout the entire pipeline of the enrollment process, with the purpose of reaching or exceeding goals for recruitment.
- for Student Life staff toward the advancement of student safety and success.
- in the development and maintenance of Union's recruitment, marketing, and communication plans for prospective and admitted students, including social media and department website.
- as executive head of the Admissions and Financial Aid Offices, and in the development and management of financial aid and other relevant budgets, including student scholarships.
- in the planning and execution of events such as Open House, Campus Visit Days, New Student Orientation programs.
- as a member of the President's leadership team and Chair of the Enrollment and Retention Committee.
- as Primary Designation School Official for Non-immigrant Students with SEVIS systems.

#### **Collaborate and Network:**

- as a primary representative of Union College during on- and off- campus events, being comfortable with travel and having excellent public speaking abilities.
- with key secondary school constituents, college departments, and stakeholders, expanding and maintaining close working relationships to implement and enhance Union goals.



## **Develop Strategy and Manage Execution:**

- for student financial planning and financial aid policies that assist the College to meet its annual enrollment goals and its tuition discounting goals established in the longer-range financial plan.
- of admission and student financial planning functions of Union College and to define, oversee, and modify policies composing the Enrollment Management Plan.
- to ensure admission standards support both the annual tuition income needs and the longer-term strategy of raising admission standards to increase retention.
- monitor enrollment mix to maintain consistency with the direction of the College while maintaining the traditional, intimate, and residential character of the campus.
- of timely and comprehensive services to current and prospective students, families, and the campus community throughout recruitment, admission, and the students' academic career at Union.
- of admission decisions on all Union College undergraduate applicant files, including international student acceptance and enrollment.
- Of statistical reports to enhance recruitment strategies, yield management, forecasting, and operational efficiency.

## **REQUIREMENTS**

The candidate for Vice President must be extremely well-organized, with excellent interpersonal and communication skills that will motivate and facilitate successful growth. The candidate will also have an analytical mind and an understanding of innovative technology that is essential to assessing and utilizing recruitment data. Solving problems that involve several concrete variables in standard situations will be necessary for the candidate's success.

The position requires a master's degree and a proven track record of success during a minimum of three years' experience as a supervisor in admissions, enrollment, and student life.

The candidate should be aware of the possibility of having to work some evenings and weekends, with occasional intensive travel.

## **Key Knowledge and Abilities:**

- Jenzabar, Microsoft Word and Excel
- Social Media communication tools
- Operating office equipment and interpreting maintenance and procedure manuals
- Crafting routine reports and correspondence
- Public speaking and effective formal presentations before groups of prospective students/parents and others
- Honest and tactful communication
- Leading with confidence and embracing a team dynamic
- Using common sense to carry out instructions provided in written, oral, or diagram form



## UNIQUE OPPORTUNITIES

- Be part of something bigger than yourself. Union College has a high percentage of first generation and low-income students. The position of Vice President for Enrollment and Student Life is the key role in administering and expanding programs that help these students get the education and funding they need to break the cycle of poverty that has been in southeast Kentucky for generations, improving the trajectory of entire families for years to come.
- The new VP will join a family-oriented leadership team and campus that is intentionally creating a cultural change to encourage collaboration, tear down silos, and work as one toward common goals.
- This position will lead and mentor an enthusiastic staff that is driven and eager to succeed, learn, and grow.
- The successful candidate has an opportunity to build an impactful program upon a strong existing foundation and framework. Enrollment goals and expectations are attainable and realistic.
- The cozy community of Barbourville and its surrounding region provides quality of life while maintaining a very affordable cost of living, immediate access to natural surroundings and extensive recreational outdoor activities, as well as numerous functions provided by the college.

## Nominations and Applications

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LeadExec is assisting Union College 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.



*Union College welcomes and affirms people of every race, nationality, age, gender, gender identity, gender expression, marital status, sexual orientation, physical ability, mental ability, immigration status, economic class, or educational class.*