



LA SALLE UNIVERSITY

Vice President for Enrollment Management

[La Salle University](#), a coeducational, Catholic four-year university in Philadelphia, Pennsylvania, seeks candidates for Vice President for Enrollment Management. The Vice President for Enrollment Management is the chief enrollment officer with the responsibility to impact enrollment at an institution that is committed to excellence, access, and community. Reporting to the President and providing leadership for admissions, financial aid, and retention, the Vice President leads La Salle's strategic recruitment efforts, working in partnership with key stakeholders to carry out an enrollment plan that is grounded in best practices and enhances La Salle's ability to attract, enroll, and retain talented students locally, regionally, nationally, and internationally. The Vice President will embrace the best use of current technology in the execution of an enrollment strategy that is forward-looking, innovative, data driven, statistically informed, and continually assessed and refined.

Duties and Responsibilities

The Vice President will oversee the enrollment division which includes a staff of 32 professionals in the areas of:

- Undergraduate admission - first year and transfer students
- Graduate and adult student admission
- Financial Aid
- Student Accounts Receivable
- Enrollment services, operations, systems, and analytics

The expectations for the Vice President for Enrollment Management require that the successful candidate possess the ability and experience to accomplish the following responsibilities and priorities in these key areas:

- Lead enrollment with vigor, enthusiasm, and a contemporary vision for what is possible.
- Develop the vision and strategic direction for student recruitment efforts and have primary responsibility for articulating and implementing a strategic, entrepreneurial, and data-driven enrollment management plan.
- Engage others in the vision for enrollment and galvanize the La Salle community in support of a dynamic and goal-focused enrollment operation.
- Serve as a thought partner and strategic leader in support of La Salle's retention goals in collaboration with Student Development and Campus Life and Academic affairs.
- Provide leadership for admission, financial aid and student accounts receivable staff and manage a financial aid budget of approximately \$40 million and an annual operating budget of \$1.28 million (not including salaries).

- Serve as a central and vital member of the University's Executive Cabinet, working supportively, collegially, and interdependently with colleagues to lead across the institution.
- Develop and implement the University's comprehensive enrollment program, including market assessment and segmentation, brand promotion, and recruitment tactics to meet the University's enrollment, retention, and net tuition revenue goals.
- Further strategic directions, priorities, and goals for the overall unit and for each office within the unit; use data and analytical expertise to make proposals and decisions; and link budgets and expenditures to measurable outcomes while seeking creative ways to achieve enrollment goals, in both domestic and international markets, graduate and undergraduate programs, as well as first year and transfer students.
- Work closely with the President, Provost, and Vice President for Finance and Administration to optimize revenue generation within housing, financial aid, pricing, and the leveraging of institutional resources to recruit and retain students and manage net tuition revenues.
- Follow enrollment management trends, stay abreast of new technologies, and oversee the implementation of these innovative mechanisms and/or the modification of existing practices.
- In collaboration with key stakeholders, develop leading KPIs for the enrollment division and lead a culture of continuous assessment, measurement, and data-informed strategies.
- Empower and strengthen the enrollment management team to continually assess and refine the strategy and tactics needed to achieve enrollment goals in a rapidly changing technological environment.
- Lead a transparent and forward-looking budgeting process for the enrollment area that aims high, projects clear outcomes for expenditures, and evaluates achievements in the context of cost effectiveness.
- Ensure the integrity of all financial aid programs; create and update policies on compliance, ensuring accuracy and complete regulatory compliance; and develop workshops and programming focused on financial literacy and college affordability (for graduate and undergraduate students).
- Working in conjunction with the Vice President of University Marketing and Communications, exploit cutting-edge communications technology (e.g., website, social media, digital marketing) to reach students in the ways they can best hear and respond to.
- Provide leadership to three direct reports: Assistant Vice President for Enrollment Management; Executive Director, Admission & Technology; and Associate Director of Graduate and Adult Admission.
- Synthesize a variety of changes and policies over the past ten years at La Salle, distilling them into a cohesive picture for students and families, and providing realistic and achievable goals for the University.

Qualifications, Qualities and Characteristics

Candidates for this position should have a significant number of years of professional experience in enrollment, with previous experience in private higher education preferred. An appreciation and demonstrated understanding of a mission driven institution is strongly desired. A bachelor's degree is required, while an advanced degree is preferred.

The Vice President for Enrollment Management will encounter a campus community largely receptive to new ideas, supportive of change, and willing to champion enrollment success. The successful candidate

will join a senior team that is collaborative with a strong sense of community, mission, and purpose. In return, this new leader is expected to possess the following qualities and characteristics:

- Significant professional experience managing the complex interplay of marketing and recruiting strategies, enrollment goals, yield, and financial aid; genuine enjoyment in leading, managing, and implementing large-scale strategic analysis; and a track record of success in improving every metric in the enrollment spectrum.
- Entrepreneurial spirit and skill and experience to advance enrollment and retention strategies.
- Ability to employ sustainable efforts in building external partnerships with individuals and organizations that appreciate the strengths of the institution.
- Evidence of a track record of building campus coalitions around recruiting and supporting students of promise for their institution.
- Sophisticated understanding of cutting-edge marketing and communication techniques, including digital marketing and social media.
- Commitment to access and diversity and ability to embrace and extend the Lasallian mission of the University.
- Skill in the recruitment of a variety of student populations including undergraduate, graduate, first year, international, and transfer students, with an understanding of the necessary variation of approach for each group.
- Experience working with financial aid leveraging organizations.
- A desire to deeply partner with direct reports to strengthen staff preparation, instill best practices in all areas of the division, while setting forth a spirit of responding to the needs of current and prospective students.

La Salle University

Established in 1863, La Salle University is a private, Lasallian Catholic university rooted in the tradition of the Brothers of the Christian Schools teaching order founded by St. John Baptist de La Salle. Known as an academic community of excellence, one shaped by Lasallian Catholic values, La Salle University remains steadfast in the pursuit of its mission of faith, service, community, and social justice, with concern, too, for both collective values and the individual values of its students.

Academics

La Salle offers a focus on a liberal arts education and a practical career education to meet industry needs. Undergraduate and graduate programs are offered through the Schools of Arts and Sciences, Business Administration, and Nursing. Undergraduates at La Salle can choose from more than 40 majors, and graduate students can study in about 15 programs. A La Salle University education is personal, valuable, and impactful. La Salle Explorers are educated to lead and prepared for a purposeful life and rewarding career. La Salle's passion for creative teaching and experiential learning will guide students as they find their place in this world and become the people they truly wish to be. They will join a diverse community of learners working toward a common goal—a meaningful education and a better world.

Students are challenged but also supported and receive personalized attention every step of the way. Courses are 100% faculty taught with no teaching assistants, and students receive one-on-one support with small class sizes. Faculty, staff, Christian Brothers, alumni, and fellow students will share their wisdom, strength, and confidence to guide students on their unique journey.

Student Life

A life at La Salle is an active one, made possible by each student's unique identity. Students are passionate about everything from sports and Greek Life to civic engagement and community service. Whether they live in a residence hall on campus or commute from home, students become an active part of the community, making friendships and memories that will last a lifetime. A wide array of 120+ clubs and student organizations provide an opportunity for fun, leadership development, and personal growth. Named a "community engaged university" by the Carnegie Foundation, its commitment to community service originates in the more than 300-year tradition of the Christian Brothers. At La Salle University, students can get involved in one or more of our 19 community service programs—on or off campus. Each outreach opportunity falls under one of two distinct areas of participation: direct service or social justice advocacy programs.

La Salle University (the Explorers) sponsors 19 Division I varsity programs that compete in the Atlantic 10 Conference and as a member of the Philadelphia Big 5. The La Salle University Department of Intercollegiate Athletics and Recreation is committed to both the spirit and principles set forth by La Salle University; through its intercollegiate and recreational programs, the Department is committed to providing a holistic, transformational experience that encompasses service to the community, academic and athletic excellence, all within the framework of institutional integrity. La Salle Athletics ranks among the top-20 nationally in the NCAA's Graduation Success Rate and in 2021, was one of eight colleges and universities at the Division I level to earn the nation's best Graduation Success Rate score, matching Columbia, Harvard, Yale, Dartmouth, Duke, Holy Cross, and Lafayette.

National Recognition

La Salle University provides a holistic, outcomes-based education, making it a true value and an investment in the future of our students. Their graduates become top performers and top earners in their respective fields. The University is ranked regularly for value, return on investment, and educational quality by national agencies, organizations, and media outlets. Here are a few:

US News & World Report, 2022

Among national universities

2023 – #202—Top 46% nationally

2023 – #149—Best Value

2023 – #82—Social Mobility (#1 among national universities in Philadelphia)

2023 – Third-most diverse university in Pennsylvania

2023 – Among the top national university destinations for veterans

Among all universities

2023 – #219—Undergraduate Business programs

2023 – #247—Undergraduate Nursing programs

Georgetown University Center on Education and the Workforce, 2022

Top 6% nationally in 10-year earnings

Top 7% nationally in lifetime earnings

Forbes, 2021

List of America's Top Colleges

Leadership

[Daniel J. Allen, Ph.D.](#), is the President of La Salle University. He began his term as La Salle's 30th President on April 18, 2022.

Allen has worked in Catholic higher education for more than 20 years. Prior to his January 2022 appointment at La Salle, Allen most recently has served as the Senior Vice President for Advancement and External Relations at DePaul University—where he has held leadership roles since August 2015. In this capacity, Allen has provided leadership and executive management for all fundraising, alumni relations, and advancement communications strategies. He also served in a leadership capacity as an administrative officer of the university. At DePaul, Allen previously served as associate vice president for principal gifts and vice president for development.

Prior to joining DePaul, Allen served as senior associate dean for external relations at the University of Chicago's Harris School of Public Policy. He also served as vice president of institutional advancement at Lewis University in Romeoville, Ill., and at Loras College in Dubuque, Iowa.

Allen is a product of Catholic education. He completed his doctoral studies at Loyola University-Chicago, from which he earned a Ph.D. in education with a concentration in higher education. He received his

master of arts in physical education and bachelor of arts in English literature from Loras College in Dubuque, Iowa.

He continues to pursue his interest in postsecondary educational access for low-income students. His doctoral dissertation considered how academically talented, low-income students access highly selective postsecondary education. He has presented work on improving opportunity for academically qualified, low-income students to the Association for Institutional Research and has had his research published in "Research in Higher Education." Allen also has presented research on college choice and social reproduction to the American Educational Research Association, and the National Association for College Admission Counseling. His scholarship focuses on how various forms of human, cultural, social and economic capital influence the college choice behavior of low-income students.

Strategic Plan

In October 2022, the University commenced a process to develop La Salle's next [strategic plan](#). The process, which was led by the Strategic Planning Steering Committee, invited stakeholders from across our campus community to provide input into six strategic pillars. The Board of Trustees approved the new strategic plan in May of 2023. A communication roll out of the new plan is underway.

Mission

La Salle is a Lasallian Catholic university committed to the principle that all knowledge is practical and empowering, filled with the capacity to transform lives. Anchored in the living tradition of the Brothers of the Christian Schools and in association with a diverse and inclusive learning community, our mission is to educate the whole person by fostering a rigorous free search for truth. La Salle, in affirming the value of both liberal arts and professional studies, prepares students for the lifelong pursuit and exploration of wisdom, knowledge, and faith that lead to engaged and fulfilling lives marked by a commitment to the common good.

To learn more about La Salle University, go to <https://www.lasalle.edu/>.

Location

La Salle is situated on 133 acres in Northwest Philadelphia, six miles from the cultural, historic, and social attractions of Center City, with convenient access to public transit. Philadelphia is home to neighborhoods rich with unique historical, educational, social, and cultural opportunities. Faculty complement their classes with city-based activities and the University enjoys fruitful partnerships with industry and a variety of organizations throughout Philadelphia, offering students plenty of experiential learning opportunities. As the sixth-largest city and fourth-largest media market in the U.S., Philadelphia is brimming with opportunities, with numerous global corporations, nonprofit organizations, leading media outlets, historic landmarks, and professional sports teams.

Compensation and Benefits

La Salle University offers competitive compensation and the NES team can share additional details including salary range, temporary housing, and other benefits with interested candidates. It is anticipated that this key leader will be a visible presence on campus on a regular basis.

La Salle University offers its eligible employees comprehensive medical and dental plans, employer paid life and disability insurance, retirement benefits, generous paid time off (vacation, sick leave, and holidays), and tuition benefits such as no cost undergraduate and graduate degree programs for its employees (with no wait period) and no cost undergraduate degree programs for its employees' dependents (after completing the required years of service).

To learn about La Salle University's outstanding benefits, see the website:
<https://www.lasalle.edu/human-resources/>

TO APPLY

La Salle University is partnering with [NES](#) to identify the best professional to fill the position of Vice President for Enrollment Management. To arrange for a confidential conversation or to nominate someone for this position, please contact [Mary Napier](#) or [Laura Robinson](#) or [Suzi Nam](#). To apply, send 1) a resume, 2) a detailed letter of interest regarding your interest in La Salle University, and 3) contact information for five professional references by email to: lasalle@nessearches.com. For best assurance of full consideration, interested individuals should submit application materials no later than July 26, 2023. Resumes will be reviewed until the position is filled. All applications and nominations will be considered confidential, and notice will be given before references are contacted. Anticipated start date is fall 2023; the selected candidate will be based on the La Salle campus.

La Salle University embraces diversity and seeks candidates who will contribute to a climate that supports a fully inclusive, equitable, and diverse working and learning environment. We strongly encourage individuals from underrepresented and/or marginalized identities to apply.

