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**SNOW  
COLLEGE**

OPEN POSITION:

**Chief Enrollment  
Management Officer**



## About Our College

Snow College is a two-year public college. **In January of 2020 The Chronicle of Higher Education ranked Snow College #1 in the nation for student success of two-year colleges.** Located in the heart of Utah, at the foot of the Wasatch Mountains, Snow College is one of the oldest comprehensive two-year college in the Western United States.

The College was established in 1888 and excellence continues to be the hallmark of our work and activities. We are the preferred choice of approximately 6,000 students who want a small college experience filled with a variety of activities, events and performances, to go along with their outstanding academic opportunity.

Snow College offers programs and courses which are highly interactive and are designed to reach a broad spectrum of students: high school students desiring college courses, traditional on-campus students, technical education students, online students, and non-traditional students who wish to start or complete a degree. With campuses located in Ephraim, Richfield, and online, students are able to complete degrees in Associate of Arts, Science or Applied Science or have the option of numerous specialized, short-term technical training certificates and diplomas including a few programs with bachelor's degrees. Snow is committed to the success and positive experience of every one of these students.

## Highlights

- Snow College won **2021 Best of State Awards** in the following areas: Higher Education Administrator, College/University Teacher, Educational Advisor, Curriculum Development, and the Best of State Statue award in Education.
- Small class sizes result in students receiving more personal attention and specialized assistance from dedicated professors and advisors.
- Low tuition, housing and fees make Snow College the most affordable and best valued college in Utah.

## Mission

*Snow College continues a tradition of excellence, encourages a culture of innovation, and cultivates an atmosphere of engagement to advance students in the achievement of their educational goals.*

## Roles of Snow College

Building upon a tradition and heritage of academic distinction and personalized attention, Snow College fills the following roles:

1. Snow College serves as one of the nation's finest two-year transfer institutions with a focus on liberal arts and sciences, and maintains cooperative relationships with distinguished colleges and universities.
2. Snow College enhances the economic development of Central Utah through partnering with business, industry, government, and community to provide high-demand professional, career, and applied technology education.
3. Snow College enriches the educational, cultural, and recreational life of Central Utah through community and continuing education opportunities, cultural and athletic events, and community outreach services.
4. Snow College is dedicated to helping individual students achieve their academic goals through a caring, personalized learning environment, providing comprehensive student success services, library and learning resources, and targeted supplemental and developmental education programs.
5. Snow College focuses on developing the whole student and encourages student involvement in a wide variety of co-curricular activities, service organizations, service learning opportunities, academic and special interest clubs, athletics, and student leadership opportunities.
6. Snow College welcomes all who will gain from or contribute to its educational and student-centered environment including individuals with diverse backgrounds and perspectives.
7. Snow College partners with higher education institutions which offer baccalaureate and graduate programs in select disciplines for the citizens of Central Utah.



## The Job

### Description:

Reporting to the Vice President for Student Affairs and Enrollment Management, the Senior Director of Enrollment Management has primary responsibility for the development, implementation, and ongoing management of a comprehensive strategic enrollment plan focused on new student recruitment consistent with the institution's strategic priorities. The Chief Enrollment Management Officer has direct managerial responsibility and oversight for the offices of Admissions, Global Engagement, Registration, and Financial Aid and Scholarships. The incumbent will work closely with this team, as well as other campus stakeholders to establish strategies for enrollment growth.

### Qualifications:

- Master's degree from an accredited institution. At least five years of experience in each of the following: Higher education senior administrative or leadership experience in the area of admissions. Strong record of success as a supervisor, including but not limited to setting individual goals, professional development and performance evaluation; and experience developing and managing budgets. In addition, the following is required:
- Knowledge of higher education recruitment, marketing, admissions, financial assistance, advisement and retention policies, principles and practices.
- Knowledge and ability to lead organizational structure, workflow and operating protocols.
- Knowledge and skill in using qualitative and quantitative data to drive effective program development, marketing, recruitment, admission and student retention.
- Strong analytical and problem-solving skills, including the ability to identify, consult and resolve issues that impact institutional needs and priorities and experience in using data to make sound decisions and foster improvement.
- Possession of high professional standards and a personal code of ethics characterized by mutual respect, honesty, integrity, openness and fairness.
- Strong leadership and administrative skills managing operational aspects of the enrollment management program including, but not limited to: strategic planning, personnel development, budget and fiscal management, web-based technology enhancement, and continuous improvement assessment of all operations in assigned areas.
- Effective interpersonal written and verbal communication skills, with proven ability to foster collaborative efforts and partnership building with internal and external constituencies within a diverse community.
- Skill as a visionary and innovative leader, seeking innovation as well as the ability to review and evaluate the results of that innovation.
- Ability to work effectively under pressure.
- Demonstrated attention to detail and accuracy.
- Ability to work evenings and weekends as needed.

### Duties:

- Design and implement institutional strategic enrollment management plan to increase enrollment in alignment with institutional and state priorities.
- Establish and implement short and long-term organizational goals, objectives, strategic plans, policies, and operating procedures for assigned departments.
- Demonstrate excellent leadership in monitoring and evaluating programmatic and operational effectiveness, and implement needed changes for improvement.
- Provide strategic vision in assisting enrollment-related areas in developing strategies to reach specific enrollment targets.
- Work closely and collaboratively with the Director of Institutional Research to closely monitor enrollment status and ensure initiatives align with institutional priorities and state growth and performance metrics.
- Engage faculty and staff, senior leadership, athletic staff, alumni, and students in the recruitment

process via appropriate and productive methods.

- Execute data informed decisions for allocating staff and financial resources to achieve enrollment goals.
- Collaborate with various institutional departments in the evaluation, analysis and reporting of data related to enrollment management programs and initiatives for the purpose of developing new recruitment strategies.
- Provide direction and supervision of the units reporting to the office of the Chief Enrollment Officer. Lead and actively manage staff in the execution of goals by creating a supportive and collaborative environment for success.
- Oversee recruitment, training, supervision, professional development and performance evaluation of assigned staff.
- Ensure compliance with federal, state, and local laws and regulations and state and college policies and procedures.
- Oversee budget(s) as assigned, ensuring that expenditures are within budget allocations.
- Promote a positive image of the College through active involvement in local community activities, which may include presentations to campus and community groups.
- Build and foster excellent relationships of trust with campus leadership, six-county high school administration and counselors, CTE representatives, and other key stakeholders who influence enrollment initiatives.
- Actively participate in institutional and state committees working groups as assigned.
- Perform other duties as assigned. Includes but is not limited to representing the College at internal and external functions, marketing various programs and services, and serving on committees.

## Diversity & Inclusion

The Snow College administration, faculty, staff, and students, affirm our commitment to diversity and inclusion, and consider them essential elements of a vibrant learning community and integral to our institutional mission. We are determined to foster an environment of inclusion, diversity, openness, and respect for the many differences that will enrich the Snow College community, including race, ethnicity, religion, gender, age, socioeconomic status, national origin, language, sexual orientation, and disability.

### Snow College:

- Encourages and welcomes respectful dialogue and exploration of diverse ideas, topics, perspectives, and issues to enrich our campus community.
- Promotes equitable access to all in academics, leadership opportunities, and employment.
- Enhances opportunities by encouraging all to share their cultural experiences and identities, allowing others to learn from this exchange.
- Invites applicants and employees from all backgrounds to foster respect, understanding, awareness, pluralism, and cooperation in an increasingly complex, diverse, global society.

## Strategic Plan

This position is an important part of the College's **Strategic Plan**.

## Living & Working in Sanpete County

Sanpete County: Manti-La Sal National Forest, Maple Canyon, museums, plays and other productions at the Eccles Center for Performing Arts, and more on the **Sanpete County Website**.



# THANK YOU!

Thank you for your interest in Snow College!

Please apply at <https://www.schooljobs.com/careers/snowcollege>.

This position will remain open until filled, but applications received by 11:59 PM on May 25th, 2023, will be eligible for review by the hiring committee. Applications received after that date may not be reviewed by the hiring committee unless deemed appropriate by college administrations.

If you have any questions regarding this position, please contact the HR Recruiting Specialist at [jobs@snow.edu](mailto:jobs@snow.edu) or [hr@snow.edu](mailto:hr@snow.edu).

