

**Metropolitan College of New York**  
**Vice President for Enrollment Management**  
**Job Description**

**BACKGROUND:**

Metropolitan College of New York is a private, independent, not-for-profit institution of higher education located in lower Manhattan. Founded almost forty years ago by education pioneer Audrey Cohen, Metropolitan College embodies the lifelong commitments of its founder: promotion of social justice, educational excellence, and economic opportunity for all students. Today Metropolitan fulfills those ideals by offering an array of specialized undergraduate and graduate level programs, flexibly designed to allow its urban adult student population the ability to work full time, as well as pursue their degree work at an accelerated pace.

Metropolitan College serves approximately 1,200 students in its two academic divisions: The Audrey Cohen School for Human Services and Education and the School for Management. It occupies a newly renovated space in the vibrant community between Soho and Tribeca. Expansion to a second site in the Bronx is currently underway and an ideal college-wide enrollment target of 1600 students is seen as attainable in the near future.

In its commitment to continue offering Purpose-Centered Education to a non-traditional urban student population, Metropolitan sees the need to respond to local competition, to achieve greater visibility and enhance its reputation, while demonstrating and documenting desired educational outcomes. To this end, the position of Vice President for Enrollment Management has been created to provide strategic leadership, direction and oversight of the departments which touch upon all aspects of student life at the College.

**THE POSITION:**

Metropolitan College of New York is seeking an enthusiastic, student-centered and accessible individual to become its new Vice President for Enrollment Management. Reporting directly to the President, the Vice President will be responsible for oversight of all activities related to student recruitment and retention, including management of financial aid, registrar, marketing, admissions, student services and career service areas.

The Vice President must be a confident, energetic and hands-on manager who can effectively promote a campaign to encourage new enrollment while remaining focused on delivering the services needed by current students. The successful candidate must possess a background in higher education enrollment management, a commitment to the principles of Purpose-Centered Education and an understanding of the need for higher education as a means of promoting social justice. He or she will have strong interpersonal skills, excellent written and oral communication skills, a hands-on management style and the ability to address and solve problems and issues as they arise.

*Specific Responsibilities:*

- Oversees the offices of admissions, financial aid, registrar, marketing, student services, and career counseling. Coordinates efforts to create a student-centered and data-driven approach to recruitment, enrollment, and retention. Ensures high-quality service and standards in these areas.
- Establishes comprehensive annual and strategic marketing/recruitment/enrollment/retention plans for all programs and administers financial aid to meet the College's enrollment and revenue goals.

- Implements and monitors strategies for maximizing retention and graduation.
- Establishes policies to minimize burdensome student debt through effective allocation of institutional resources, including scholarship support.
- Works collaboratively with academic deans and directors to develop new market-oriented programs based on employment opportunities.
- Establishes written standard operating procedures for critical transactions in the areas of the registrar, financial aid, admissions, and student and career services.
- Disseminates accurate and thorough recruitment and retention data and reports, and recommends and implements data-driven recruitment and retention strategies to meet enrollment targets.
- Works collaboratively with the Academic Deans and Vice Presidents to improve internal and external communication, institutional planning, and services to students.
- Develops and manages operational budgets, and provides sound, data-driven enrollment projections for the development of College-wide planning and budgeting.
- Serves as a member of the President's Cabinet, Strategic Planning Committee, and other College-wide committees as assigned.
- Provides effective personnel management and supervision of staff.
- Oversees special projects at the executive level as delegated and directed by the President.
- Oversees the operations of extension centers.

*Qualifications:*

- A master's degree is required and at least eight years of progressively responsible experience in higher education enrollment management and admissions/student services.
- Demonstrated success in the development, implementation and evaluation of marketing, recruitment and retention strategies, including a thorough understanding of the role of technology in designing and effecting those strategies.
- Strong background in financial aid, including a thorough understanding of Federal regulations and guidelines.
- Strong analytic, strategic planning, and organizational skills; effective communication skills, sound decision making skills; and a results-oriented, positive approach to problem solving are required.
- Demonstrated ability to lead through collaborative decision making and to work effectively with internal and external constituents.
- Experience working with a diverse student body in an urban setting desired.
- Experience in development and oversight of branch operations desired.

Metropolitan College is an Equal Opportunity Employer with a commitment to a diverse workforce. For more information, please visit their website at [www.mcnyc.edu](http://www.mcnyc.edu).

**TO APPLY:**

Metropolitan College has retained the services of *Harris Rand Lusk* to conduct this search. Inquiries, nominations, and applications may be directed in confidence to:

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 Anne McCarthy, Senior Director  
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