



Position Description

**For the Position of
Dean of Enrollment Management**

2018

POSITION DESCRIPTION

TITLE:	Dean of Enrollment Management
INSTITUTION:	Dallas Christian College
REPORTS TO:	Dr. Brian D. Smith, President
LOCATION:	Dallas, Texas
WEBSITE:	www.dallas.edu

How to apply: Please submit a cover letter, resume, and professional references to hr@dallas.edu

Start date: December 1, 2018 or until position is filled

Dallas Christian College (DCC) is a private four-year Christian college, founded in 1950, that “educates and mentors students to be people of influence, engaging in their calling to the work of Christ in the Church and in the world.”

More about DCC and Dallas, TX: <http://www.dallas.edu/about/>



ENROLLMENT PROFILE

DCC enrolled 214 students in the Fall 2018 semester. 73% of the student body are traditional students, and 27% are non-traditional students in the College’s innovative *FLEX*Campus® Program. (<http://www.dallas.edu/flexcampus/>) DCC is proud of its diverse student body. Students come from a variety of Christian faith traditions to study with faculty aligned with New Testament Christianity as expressed in the independent Christian Churches and Churches of Christ. In addition, our students represent the diversity of Texas, and, more specifically, the Dallas/Fort Worth Metroplex. (Fall 2018: Caucasian 41.1%, African American 24.3%, and Hispanic 15%. DCC has several international students and other students that reflect other racial backgrounds.) Approximately 23% of our students are first generation college students, and approximately 40% of our students (50% of our traditional students) participate in intercollegiate athletics.

DEAN FOR ENROLLMENT MANAGEMENT

POSITION OVERVIEW

The Dean of Enrollment Management (dean) provides overall leadership and direction for Dallas Christian College's student recruitment, admissions, retention, and institutional communication and marketing efforts. The dean is responsible for developing an enrollment management program built upon quantitative analysis, strategic decision-making, and an ethos of continuous improvement, while fostering a culture that emphasizes strong personal relationships, communication and transparency, entrepreneurship, flexibility, and collaboration. The dean reports to and works closely with the president, partnering with him to establish an ambitious vision for enrollment management that can be clearly articulated. The dean will lead the continued implementation of a multi-year enrollment plan to grow traditional and non-traditional enrollment, enhance the College's retention and graduation rates, and mobilize a cogent message that leverages DCC's unique position within higher education and the value proposition for prospective students and their parents.

The dean advises the president in setting and evaluating student recruitment, admissions, and retention policies and practices. Given the DCC athletic department's vital role in student recruitment, the dean must prioritize a partnership between the enrollment management team and athletic coaches that coalesces goals for academic and athletic excellence. The dean will ensure the engagement of faculty and alumni in the admissions process and development of relationships with external partners, such as secondary school and church leaders, to identify who will thrive in DCC's unique culture and rigorous educational model.

The successful candidate will engage in an aggressive strategy to grow both traditional and non-traditional enrollment by recruiting students who are most able to benefit from a Christian college education, specifically those that are inclined toward ministry and other vocations through which they can have a significant Kingdom impact, and who are highly likely to persist until graduation. Recruitment strategies will necessarily include heavy engagement with Christian Churches and Churches of Christ, as well as other non-denominational churches, and businesses and non-profit organizations that are likely to produce prospects suited to DCC's distinctive education.

SPECIFIC RESPONSIBILITIES

- Provide creative and energetic leadership in the development, execution, and ongoing renewal of a student recruitment, admissions, institutional financial aid, and retention programs that embody the values and goals of DCC and recruits and supports a diverse student body best suited to the College's culture, rigor, and commitment to engaging in Kingdom work; ensure that programs produce measurable results that are communicated to the wider campus community.

- Provide leadership of both proactive and reactive retention efforts in cooperation with the entire College community, but especially faculty, student development, and administrative areas that engage in significant interaction.
- Participate directly in student recruitment by engaging with influencers (parents, church leaders, etc.) to attract students, attending events (college fairs, youth conferences, etc.), visiting and speaking/preaching at churches, camps and conferences, and building relationships with both businesses and non-profit organizations to attract students.
- Serve as an energetic and articulate ambassador for DCC in communicating its message to prospective students and their families, current students and parents, church leaders, secondary schools, alumni, faculty, staff, trustees, and other external constituents within higher education. Cooperate with the Vice President of Advancement on strategies that benefit other areas, such as church and alumni relations and fundraising.
- Continue the development of the strategic direction and priorities for enrollment management aligned with the DCC Strategic Plan and the strategic enrollment plan, in consultation with the president to present the College to the various audiences who can help to achieve its enrollment goals.
- Establish close working relationships with the president, senior leadership, staff, faculty, church and ministry leaders, and alumni, and others to engage in conversations about enrollment priorities, shifting demographics, recruitment, financial aid allocation, retention, branding, and alumni engagement.
- Oversee recruitment, management, professional development, and retention of direct reports and staff in enrollment management. Provide strategic oversight and expertise; develop a strong sense of teamwork, equity, and investment in mission across all functional areas; establish an environment of mentoring and support. Ensure interaction and collaboration with the athletic department, student development, faculty, and administrative units within the College.
- Work closely with senior leaders and other key stakeholders to review and analyze data on student enrollment and success to shape strategic direction; regularly re-evaluate the effectiveness of DCC's recruitment, admission, and financial aid programs to ensure alignment with the strategic goals and direction of the College.
- Provide enrollment forecasting and modeling to support the revenue projection and budgeting
- Develop and manage the budget for enrollment management, ensuring that resources are allocated in a way that achieves goals.
- Oversee communications and marketing efforts of the College.
- Ensure that the College is creatively represented on the website and in other digital and social media. Creatively develop and utilize existing and emerging technologies to communicate and build relationships with students, families, and secondary school counselors, and church leaders; deploy appropriate technology and other tools and resources within enrollment management.

REQUIRED QUALIFICATIONS AND EXPERIENCE

- A bachelor's degree is required, as well as a strong intellectual orientation that will be credible to DCC's constituents. For some, this may be reflected in an advanced degree, which is preferred, but the ability to engage effectively with others in an intellectual context is critical. Degrees from institutions of Christian higher education are preferred.
- A proven track record of success in leadership positions in recruitment, admissions, and retention within Christian higher education is essential. Additional experience in related areas such as athletics, student development, financial aid, marketing, and communications, is preferred.
- A holistic view of the connections among the areas of enrollment, academic affairs, athletics, and student life; the capacity to build strong and supportive relationships across them and to work effectively with all who have an interest in the shaping and success of DCC's student body. Experience working directly with the most senior levels of an institution is very important. Ability to effectively strategize and engage various groups and constituents, including the president, trustees, faculty, senior administrators, alumni, donors, and major benefactors.
- Proven experience in providing leadership, oversight, and strategic direction. Excellent organizational skills and analytical ability, an understanding of systems and how they work, experience in framing new programs, a strong focus on outcomes, and experience in communicating results.
- Experience leading change and fostering collaboration and a sense of shared purpose across units and functional areas.
- Strong understanding of how to use data analysis to inform strategic and tactical plans for enrollment management, optimizing the allocation of staff and financial resources throughout the enrollment process.
- A sophisticated understanding of technology that can achieve efficiencies in the enrollment process and the strategic use of digital communications and social media to advance marketing strategies. Experience in the use and implementation of a constituent relationship management (CRM) system.
- A strong foundation and expertise in financial management with the ability to make sound judgments in a resource-constrained environment; ability to develop and implement the budget effectively, aligning resources with strategic priorities.
- A strong record of recruiting and developing exceptional people and fostering a transparent work environment where collegiality is a key to success. Ability to develop trust and strong collaborative working relationships. Experience nurturing and motivating high-level volunteers and expressing appreciation for their role in building an effective enrollment management program.
- Demonstrated commitment to and knowledge of diversity in the context of Christian higher education, and a strong desire to cultivate and grow DCC's diversity efforts.

PERSONAL QUALITIES AND COMPETENCIES

- Commitment to, and passion for, the mission of Dallas Christian College and its important place in the Kingdom of God and Christian higher education. Ability to communicate and create excitement about the College's mission, vision, programs, and fundamental strengths. A profound appreciation for the value of biblical higher education.
- Demonstrated deep, abiding, and vibrant faith in Christ.
- Demonstrated commitment to the principles of the Restoration Movement as expressed in the independent Christian Churches/Churches of Christ. A further commitment to, and appreciation for, the churches, ministries, and mission organizations within the Movement. The ability to thrive in a College committed to Restoration principles that serves many faith traditions.
- Knowledge of the culture of academic institutions and in particular that of Dallas Christian College. A natural inclination to embrace a college community where Scripture and the desire to engage in the Kingdom of God and accomplish the Great Commission are paramount.
- Excellent strategic thinking skills; the capacity to manage the complex interplay of marketing and recruitment strategies, enrollment goals, yield, and financial aid.
- Outstanding organizational skills, with the ability to complete projects on a timely basis and to manage multiple priorities.
- Superior presentation skills, including the presence to deal effectively with academic leaders, faculty, senior administrators, senior executives, alumni, donors, prospects, and volunteers, together with the ability to make the appropriate connections among members of these groups and to nurture strong and long-lasting individual and institutional relationships. Excellent communication skills, including the ability to write and speak clearly and effectively and deliver an effective, coherent, and consistent message. A communication style that is open, cordial, and compelling. The ability to preach effectively in varied contexts.
- A penchant for diplomacy and the capacity for inclusive leadership; a real appreciation for consultation and collaboration, and the patience to build consensus. Must be a team builder who takes a non-hierarchical approach and empowers subordinates to get the job done while providing the support and information they need.
- An understanding of and commitment to diversity with the ability to work effectively with students, faculty, staff, and alumni from diverse backgrounds.
- Excellent listening skills, ability to take feedback and incorporate constructive criticism is critical to success.
- Interest in new ways of teaching and learning, and experience in discerning and preparing for the needs of the students of the future, grounded in evidence-based decision-making.
- A self-starter with a sense of urgency, a clear set of priorities, a strong work ethic, and the ability to adapt to changing circumstances in a highly collaborative academic environment. Must have a creative approach to problem solving, and the ability to take advantage of emerging opportunities. A good sense of humor, a high level of energy, self-confidence, a positive "can-do" attitude, charisma, a commitment to self-development, and the ability to function at peak level in a high expectation environment are essential.

- Unimpeachable integrity and trustworthiness. Mature judgment in handling sensitive and confidential information.

EMPLOYMENT REQUIREMENTS

Work Hours

- Requires a minimum of 40 hours per work; however, often there are evening and weekend requirements as well.
- Due to the nature of the work that is done in the admissions office, some holidays require work to be completed.

Physical Elements

- Exposure to standard office conditions, including but not limited to extended sitting and/or standing, reading, writing, typing, speaking, and use of technology.
- Extensive travel is required, which may involve driving long distances.

Dallas Christian College does not discriminate in employment practices on the basis of race, color, national or ethnic origin, age, gender, disability, or prior military service. DCC encourages applicants who will contribute to the cultural diversity of the College to apply and to identify themselves if they wish. Federal guidelines clearly recognize the right of church-related institutions to seek personnel who will support the goals of the institution, including the right to select members of the church to which the institution is related.