



INDIANA  
WESLEYAN  
UNIVERSITY

# Vice President for Residential Enrollment Management and Marketing

**Indiana Wesleyan University  
Marion, Indiana**

[Click Here To Apply](#)



# Vice President for Residential Enrollment Management and Marketing

## Indiana Wesleyan University

### POSITION PROFILE and ANNOUNCEMENT

*Indiana Wesleyan University invites applications and nominations from motivated, forward looking Christians for the position of Vice President for Residential Enrollment Management and Marketing.*

### THE UNIVERSITY



[Indiana Wesleyan University](#) (IWU) is a private, Christian, liberal arts university headquartered in Marion, Indiana and is affiliated with The Wesleyan Church denomination. IWU is the largest member of the Council for Christian Colleges and Universities (CCCU) and is the largest private university in Indiana based on enrollment.

Indiana Wesleyan University, founded in 1920 as Marion College, is organized as a multi-campus university system. The historic 350-acre Marion Campus, which houses traditional Residential Education programs, has an enrollment of nearly 3,000 students. This campus enjoys state-of-the-art science, music, athletic, library, and student center facilities. It hosts nationally recognized academic, student life, and athletic programs. Its graduates are highly recruited into some of the nation's top medical schools, graduate programs, as well as education, business, and other professional careers.

The Non-Residential Education campuses serve about 11,000 students at 18 regional centers in Indiana, Kentucky, Ohio, and Illinois, as well as online throughout the United States and 30 foreign countries. IWU's DeVoe School of Business, the School of Nursing, the School of Health Sciences, and the School of Service and Leadership are housed within the Non-Residential Education campuses. Alumni from IWU's non-residential education programs serve in many top leadership positions throughout the nation and internationally.

#### ***IWU Fast Facts***

- ✓ Total Enrollment for Fall 2016: 14,102
- ✓ Main Campus Enrollment for Fall 2016: 3,040
- ✓ Fall 2015-16 Retention Rate: 82%
- ✓ Endowment: \$146,838,068
- ✓ Mascot: Wildcats

Wesley Seminary at IWU has been recognized by the Association of Theological Schools as one of the most innovative and ground-breaking seminaries in the United State. In its five years

of existence it has grown to over 500 students studying in Marion and online throughout the United States and numerous foreign countries.

Together, IWU's academic units offer more than 80 undergraduate degrees, 38 graduate degrees and 5 doctorate degrees. Students represent more than 80 Christian denominations and 30 foreign countries.

Scholarship at IWU builds on distinguished academics through high-quality, collaborative work by students and faculty members. Professors offer spiritual and academic mentoring and discipleship, and students flourish with this individual attention. IWU's spiritually rich learning environment, academic commitment, and caring instruction help students develop the knowledge, skills, and disposition to use the university's rich spiritual heritage to make the world a better place.

**Mission** - Indiana Wesleyan University is a Christ-centered academic community committed to changing the world by developing students in character, scholarship, and leadership.

**Values** - The primary value for Indiana Wesleyan University is Christlikeness. The challenge to follow Christ compels us to pursue a personal and professional lifestyle of Commitment, Leadership, Service, Stewardship, Innovation and Diversity.

**Vision** – Indiana Wesleyan University seeks to be a truly great Christian University serving the world.

---

---

## THE MARION CAMPUS

---

---

Indiana Wesleyan University is a community that endeavors to make all students, staff, faculty and its guests feel welcome.

Most buildings on campus provide state of the art technology with full wireless coverage and a main attraction is the McConn Coffee Company which is located in the Barnes

Student Center. The IWU Bookstore offers a diverse selection of books, collegiate clothing, and supplies reflecting a wide variety of backgrounds and interests.



Students live and learn in a modern environment with well-appointed residence halls and academic facilities, all on a campus that is only an hour away from both Fort Wayne and Indianapolis. Ott Hall of Sciences and Nursing opened in the spring of 2014. The 111,250 square foot health sciences building provides students expanded state-of-the-art teaching laboratories, research laboratories and student interaction areas.

---

---

**ADMINISTRATION**

---

---



***Dr. David Wright***  
***University President***

David Wright serves as President at Indiana Wesleyan University. Dr. Wright was Provost and Chief Academic Officer for five years prior to his election as President in May 2013. Before coming back to IWU in 2008, he was Dean of the School of Theology at Azusa Pacific University. He also served IWU as Associate Professor of Intercultural Studies, Chair of the Department of Graduate Studies in Ministry, and Vice President for Adult and Graduate Studies.

Dr. Wright has a strong interest in international higher education and he spent seven years working in educational capacities in Haiti and England. His areas of professional expertise include higher education policy, the design and administration of non-traditional and online programs, and higher education leadership.

Dr. Wright holds a Bachelor of Arts degree in Christian Ministries from Indiana Wesleyan University, a Master of Arts in Biblical Studies from George Fox University, and a Ph.D. in Educational Policy Studies and Evaluation from the University of Kentucky. He is a successful published author.

The President's [Executive Council](#) is the senior leadership team of the University. The Council includes the University Provost, Vice President for Business Affairs, Vice President for University Advancement, Vice President for Multi-cultural Enrichment and Employee Development, as well as the Chancellor for Residential Education, Chancellor for Non-Residential Education, and the President of Wesley Seminary at IWU. This group has created an environment of collaborative decision-making with a healthy synergy for entrepreneurial innovation generated through the institution.

The [Board of Trustees](#) includes 33 members who are elected by the IWU Board of Trustees and ratified by the General Board of Administration of [The Wesleyan Church](#), preserving the strong relationship between the institution and its founding denomination. They meet four times a year as the full Board or Executive Committee.



***Dr. Keith Newman***  
***Chancellor for Residential Education***

Dr. Keith Newman serves Indiana Wesleyan University as Chancellor for Residential Education providing leadership and oversight to the Marion, Indiana residential campus. Keith joined the IWU administrative team in June 2009 as Vice President for University Relations.

Keith previously served for seven years as the Vice President for University Relations at Mount Vernon Nazarene University in Mount Vernon, Ohio and for seventeen years in pastoral ministry, including senior pastorates in Houston, Texas and San Diego, California.

Before entering the ministry, Keith served nine years with the Houston Police Department. During his law enforcement career he was an Officer in the Radio Patrol and Juvenile Divisions and a Sergeant in the Homicide Division.

Dr. Newman graduated from Houston Baptist University with a Bachelor of Arts degree, double majoring in History and Christianity and has a Masters of Ministry from Southern Nazarene University. His doctorate of Education is from Spalding University with a concentration in Leadership.

The Chancellor serves as the chief executive officer for the Marion Campus and all of its activities. The Chancellor reports to the University President, and chairs the Residential Cabinet. This Cabinet includes the academic and operational leaders who run the Marion Campus and all of its Residential Education programs.

---

---

## THE VICE PRESIDENT

---

---

The ***Vice President for Residential Enrollment Management and Marketing*** sits on the Residential Cabinet and reports to the Chancellor for Residential Education. The Vice President has primary responsibility for student enrollment in residential education programs on the university's main campus in Marion, Indiana. The Vice President also oversees the work of the Admissions Office, the Financial Aid Office, and the Marketing Office.

---

---

## DUTIES & RESPONSIBILITIES

---

---

- Reflect, articulate, and promote the mission, vision, and identity of the University, both internally and externally;
- Exercise a working knowledge of the strategic relationship between the roles of admissions, marketing, and financial aid securing student enrollment and retention and achieving enrollment and retention objectives;
- Work collaboratively with the Chancellor and other senior leaders to formulate and execute the University's strategic plan as it relates to Residential Education, giving special attention to those areas that have enrollment and marketing implications;

- 
- Make recommendations to the Chancellor and senior leaders regarding annual enrollment goals, market trends, and financial aid projections;
  - Serve as the Residential Education expert on matters of recruitment, admission, marketing, and financial aid practices, policies and strategies;
  - Provide vision, leadership, mentorship, and management for those administrators and staff who report to the Vice President for Residential Enrollment Management and Marketing;
  - Create opportunities for professional growth and development of enrollment management personnel;
  - Establish measureable goals and objectives for areas of responsibility and develop/execute plans to achieve those objectives;
  - Work collaboratively with the Director of Financial Aid, the Associate Vice President for Residential Business Affairs, and other key team members, to create and implement a comprehensive student aid strategy and program: one that assures the discount goal while maximizing enrollment yields and revenue to the University;
  - Work collaboratively with the University Advancement department to plan, organize, and execute a comprehensive and integrated regional and national marketing, communication, and recruitment plan that establishes long-term enrollment health;
  - Oversee the establishment of application policies and procedures, and coordinate the proper evaluation of applicants serving as a liaison with admissions staff and members of the faculty;
  - Provide leadership in the development of all Residential Education admissions literature as well as other marketing and advertising materials;
  - Coordinate market research and on-going data base management programs, while constantly reviewing and analyzing the effectiveness of all phases of the operation, including revisions as necessary;
  - Serve in a liaison capacity with internal and external constituencies including the Board of Trustees, faculty, staff, alumni, high school and college counselors, and prospective students and parents;
  - Represent Residential Education in a speaking capacity at student-parent programs on and off campus, and participate, as needed, in the general functions of the office (e.g., student interviews, school visitations, college fairs, etc.);
  - Provide general coordination and assistance in all retention activities in collaboration with the office of the Chancellor;
  - Provide leadership in the development and execution of student financial aid policies, procedures, awards, scholarship programs, and budget levels;

- Continually assess and strengthen all phases of the enrollment management operation; and
- Other duties as assigned by the Chancellor.

---

---

## SKILLS & QUALIFICATIONS

---

---

The successful candidate will bring the following skills and qualifications:

- A worldview that is in harmony with the mission and goals of Indiana Wesleyan University and an affirmation, without reservation, of the University's doctrinal statement;
- A master's degree from an accredited institution (doctorate preferred) and at least seven years of progressive experience in enrollment and marketing on a college campus, culminating in significant experience as a chief enrollment officer;
- A commitment to Christian higher education;
- A proven collaborative, interpersonal, written, and oral communication skills;
- The ability to analyze and solve problems in an efficient and effective manner;
- A working knowledge of student recruitment, marketing, advising, and retention strategies;
- A current and working understanding of matters of compliance and confidentiality in the use of student information for recruitment, enrollment, and financial aid; i.e., FERPA laws;
- A personal record of enrollment leadership and service that shows integrity, accountability, and ability to achieve goals;
- A personal record of building a strong enrollment team including the ability to hire, mentor, and hold team members accountable for meeting office and University goals and expectations;
- The ability to build strong collaborative working relationships with colleagues from the faculty and other key groups across the University;
- A proven ability to manage complex budgets for the Enrollment and Marketing area;
- A proven ability to promote diversity and cultural competencies within the Enrollment area;
- A working knowledge and proven ability to use analytics as part of a comprehensive enrollment strategic plan including:
  - The strategic application of financial aid resources to achieve enrollment and net revenue goals;

- The analysis of key metrics to evaluate return on investment for enrollment strategies; and
  - The understanding of trend data to position the University's enrollment efforts in the most productive directions.
- Proven ability to serve as a role model of personal integrity, spiritual leadership and excellence consistent with the values embraced by the campus community;
  - A working knowledge of and ability to implement "best practices" for enrollment and financial aid activities; and
  - Competence in working effectively and collaboratively with colleagues, Board of Trustee members, and external constituents.

*DISCLAIMER: The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. In addition, nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this position at any time.*

---

---

## COMPENSATION

---

---

Compensation will correspond to the experience and credentials of the candidate, and will reflect the leadership responsibilities of the position. Relocation assistance will be provided.

---

---

**NOMINATION & APPLICATION  
PROCESS**

---

---



**EFL Associates**, an executive search firm, is assisting **Indiana Wesleyan University** with its search for this important position. All calls, nominations, and inquiries should be made through the search firm.

**Applications should include:**

1. A letter of introduction outlining the applicant's background, and qualifications for the position. (*This letter should specifically address the leadership attributes and professional competencies for this position.*)
2. Curriculum vitae/résumé.
3. Contact information (**e-mail addresses are required**) for five professional references, at least one of which is a person who has reported directly to you, a second who is a colleague, and a third who is an individual to whom the applicant has reported directly.

**Please note:**

- All documents should be submitted electronically in **PDF format** through the Consensus Search Support System: [https://highereddecisions.com/efl/current\\_vacancies.asp](https://highereddecisions.com/efl/current_vacancies.asp)
- The successful candidate will begin no later than July 1, 2017

**Confidential Inquiries and Nominations can be directed to:**

***Dr. David Sallee***

Senior Consultant, Higher Education Practice, EFL Associates

Cell: 816-506-9426 or [dsallee@eflassociates.com](mailto:dsallee@eflassociates.com)

[www.eflassociates.com/highered](http://www.eflassociates.com/highered)

***Ms. Angela Lilje***

Project Manager, Higher Education Practice, EFL Associates

[alilje@eflassociates.com](mailto:alilje@eflassociates.com)

*Indiana Wesleyan University is an accredited Christ-centered academic community committed to changing the world by developing students in character, scholarship and leadership. Though diverse in our composition, IWU employees share an unwavering evangelical faith commitment, firmly rooted in a rich [Wesleyan](#) tradition and affirmed by all employees through the University's [Employment Standards and Community Lifestyle Statement](#). Indiana Wesleyan University is an equal opportunity employer committed to fostering a diverse learning community of committed evangelical Christians from all racial and ethnic backgrounds.*

**[Click Here To Apply](#)**