

4. Proposed UNC Greensboro Senior Officer Title Change to Vice Chancellor for Enrollment Management..... Matthew S. Brody

**Situation:** This is a request to reclassify an existing Senior Officer position at UNC Greensboro (UNCG) titled Associate Provost for Enrollment Management to Vice Chancellor for Enrollment Management. At the Vice Chancellor-level, this position would become an EHRA Senior Academic and Administrative Officer, Tier I.

**Background:** Managing enrollment growth is central to UNCG's strategic plan. Enrollment management represents key areas of the campus that provide services and support for prospective and current students. The Vice Chancellor for Enrollment Management will report directly to the Provost, and will serve as a member of the Chancellor's cabinet.

**Assessment:** The Vice Chancellor for Enrollment Management leads the operations of key business units, including Undergraduate Admissions, Financial Aid, Academic Advising, Student Support Services, University Registrar, New Student and First Year Experience and the enrollment management technology function. The Vice Chancellor for Enrollment Management oversees, develops, executes, manages and assesses the Strategic Enrollment Management Plan.

This position is currently filled by Dr. Bryan J. Terry. The salary range will be changing from an SAAO-II range (\$123,184 to \$221,731) to an SAAO-I range (\$127,871 to \$255,741).

**Action:** A vote is required to approve the establishment of a Tier I Senior Academic and Administrative Officer position at UNCG titled Vice Chancellor for Enrollment Management.



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**  
Human Resources

To: Matthew S. Brody  
Vice President for Human Resources  
UNC General Administration

From: Franklin D. Gilliam, Jr. *FDG*  
Chancellor  
UNC Greensboro

Date: December 7, 2015

Subject: Request for EPA – SAAO Tier I Designation  
Vice Chancellor for Enrollment Management

The University of North Carolina at Greensboro is submitting a request to have Position # 999487 Associate Provost for Enrollment Management currently designated as a Senior Academic Administrative Officer (SAAO II) with a position title and role change to Vice Chancellor for Enrollment Management (VCEM) designated as a Senior Academic Administrative Officer (SAAO I). The position reports to the Provost and Executive Vice Chancellor and serves as a member of the Chancellor's cabinet and chair the institution's Enrollment Team.

The VCEM oversees the operations of: Undergraduate Admissions, Financial Aid, Academic Advising, Student Support Services, University Registrar, New Student and First Year Experience and the enrollment management technology function through the campus directors and is responsible for ensuring that enrollment management and student services at the university support the achievement of its vision, mission, values and goals. The VCEM oversees, develops, executes, manages and assesses the Strategic Enrollment Management Plan (SEMP), implements the initiatives, policies, and procedures of all facets of strategic enrollment management and provides direction for marketing and recruitment initiatives and strategies. The Vice Chancellor provides leadership, oversight and quality assurance in these essential functions of the department and has budgetary oversight of Enrollment since tuition represents the largest source of revenue in the university budgets throughout campus.

This position meets the SAAO Tier I designation, as this position will serve as a Vice Chancellor and has strategic leadership capacity for the university as it relates to enrollment. The University of North Carolina at Greensboro administration is supportive of this change. Enclosed for your review is a packet of materials that includes: the position description, an organizational chart, and the EPA designation request form. Please contact me if you have questions or need additional information. Thank you.

Attachments

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## **Position Description: Vice Chancellor for Enrollment Management**

The Vice Chancellor for Enrollment Management (VCEM) will lead the development and implementation of enrollment management principles and practices for the University recruitment and retention efforts to optimize enrollment at the University of North Carolina at Greensboro. The VCEM oversees the operations of: Undergraduate Admissions, Financial Aid, Academic Advising, Student Support Services, University Registrar, New Student and First Year Experience and the enrollment management technology function through the campus directors.

The VCEM will report to the Provost / Executive Vice Chancellor and serve as a member of the Chancellor's cabinet and chair the institution's Enrollment Team comprised of representatives from other university divisions as determined by the VCEM in concert with the Chancellor and Vice Chancellors. The VCEM is responsible for ensuring that enrollment management and student services at the university support the achievement of its vision, mission, values and goals. The VCEM oversees, develops, executes, manages and assesses the Strategic Enrollment Management Plan (SEMP), implements the initiatives, policies, and procedures of all facets of strategic enrollment management and provides direction for marketing and recruitment initiatives and strategies. The Vice Chancellor provides leadership, oversight and quality assurance in these essential functions of the department and has budgetary oversight of Enrollment since tuition represents the largest source of revenue in the university budgets:

Goals for enrollment will be created and evaluated by the Chancellor in consultation with the Vice Chancellors.

### **Duties:**

1. Lead university's efforts in developing and implementing a comprehensive strategic Enrollment Management structure and strategy that leads to meeting institutional goals to build, shape and sustain the desired student enrollment profile at the university and enhance student success.
2. Identify and develop pathways for attracting and enrolling a diverse and talented student body in a competitive market, such as resident students, students of diversity, transfer students, non-traditional students, non-resident students, and international students.
3. Develop strategies and policies in collaboration with units of Academic Affairs and Student Affairs to increase the retention and graduation of a diverse student body. Identify procedures and policies that are obstacles to student success and retention and work to remove those obstacles.
4. Oversee and coordinate the use of technology in enrollment management efforts. This includes the use of social media in marketing, technologies related to recruitment and retention, and obtaining and analyzing data for analysis and decision-making.
5. Directs Division's long range planning including enrollment, facilities, and budget.

### **Qualifications:**

1. Master's Degree required in educational administration, counseling and guidance or related. (Doctorate Preferred)
2. Demonstrated leadership and management skills including effective communication skills and significant budgetary responsibility.
3. Demonstrated progressive experience leading and managing enrollment and student retention and success efforts such as managing student recruitment and admission cycles, coordinating student recruitment and marketing goals with academic and student departments, tracking of enrollment management strategies and experience with customer relations management programs.

# Enrollment Management

Revised 1/5/2016

