



GARDNER-WEBB UNIVERSITY

Director of Enrollment,
Digital Learning
Search

About Gardner-Webb University

Founded in 1905 by North Carolina Baptists, Gardner-Webb University (GWU) is a private, co-educational, residential private institution located in Boiling Springs, NC, (50 miles West of Charlotte) grounded in the liberal arts while offering a variety of undergraduate and graduate programs to over 4,000 students.

Fostering meaningful intellectual thought, critical analysis, and spiritual challenge within a diverse community of learning, Gardner-Webb is dedicated to higher education that integrates scholarship with Christian life. By embracing faith and intellectual freedom, balancing conviction with compassion, and inspiring a love of learning, service, and leadership, Gardner-Webb prepares its graduates to make significant contributions for God and humanity in an ever-changing global community.

College History and Highlights

GWU was founded in 1905 as Boiling Springs High School; became Boiling Springs Junior College in 1928; renamed Gardner-Webb College in 1942 in honor of Governor O. Max Gardner and his wife Faye Webb; Gardner-Webb became a university in 1993; hosted 1996 U.S. Olympic Trials-Women's Cycling; completed \$34 million capital campaign in 1998; reclassification to NCAA Division I athletics in 2000; added first doctoral program (Doctor of Education) in 2002.

Students: Over 4,000 students including the traditional undergraduate program, graduate studies, and the Degree Completion Program (DCP): 63% female, 37% male from 37 states and 21 foreign countries.

Faculty: Over 160 full-time, 79% with Ph.D. or equivalent. Faculty to student ratio is 1:13. Average Class Size is 25.

Academics: A total of six schools and eight departments offer nearly 60 undergraduate and graduate major fields of study. Approximately 33% of students major in business field, 30% in social sciences, and 17% in nursing.





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DIGITAL LEARNING



The Position: Director of Enrollment, Digital Learning

The Director of Enrollment for Digital Learning leads the enrollment management efforts for Degree Completion (DCP) and Graduate (GRAD) Programs by forming and sustaining a strong team approach to recruiting and retaining students, by deploying staff appropriately, and by utilizing technology and recruitment strategies effectively.

The Director of Enrollment reports to the Associate Provost for Digital Learning and works collaboratively with Deans and Chairs of Schools and Departments housing DCP and GRAD programs, the Director of Digital Learning, and the Director of Marketing and Communication Strategies, among other key leaders.

The Director is directly responsible for managing the unit's diverse team of approximately 12 full-time employees in the following support offices: Enrollment Development Officers, Success Coaches, and Data Specialists.



GARDNER-WEBB
UNIVERSITY

Essential Duties and Responsibilities



- Serves as the chief enrollment officer for DCP and GRAD with principal responsibility for developing, articulating and implementing a comprehensive strategic enrollment plan focused on active recruitment, admissions, retention, and graduation for DCP and GRAD programs consistent with the university's culture, strategic goals, and direction;
- Provides innovative approaches to strategic planning, embraces student learning and development, aligns services with the values and strategic goals of the University, leads and participates in collaboration across all divisions and departments;
- Reports to the Associate Provost for Digital Learning and provides leadership, vision, and management of personnel, budgets, and programs for the enrollment unit;
- Supervises, recruits, trains, leads, and retains a highly motivated and expert team of members committed to the mission and identity of Gardner-Webb University and the success of its students;
- Defines enrollment goals in consultation with Deans/Chairs of Schools/Departments and Program Directors/Coordinators and devises, implements, and assesses strategies and plans to meet those goals;
- Implements appropriate technology and training to ensure excellent student/client service throughout the enrollment process, from inquiry to graduation;
- Develops new in-state and out-of-state markets for online, hybrid, and face-to-face programs, as appropriate, in order to increase inquiries, applications, and enrollment for all programs;
- Collaborates with the Director of Marketing and Communication Strategies for Digital Learning in the development of focused and effective marketing and recruiting plans to meet enrollment and retention goals;
- Communicates the direction, vision, and strategic positioning of the University and implements directives from the administration related to overall operation and objectives of the Digital Learning enrollment division.

Additional Responsibilities

- Monitors and improves completion time from inquiry through registration and final enrollment;
- Proposes pricing models to keep DCP and GRAD programs competitive in the marketplace;
- Explores and increases corporate and non-profit cohort price bundling for employees;
- Collaborates with the Associate Provost for Digital Learning, Deans/Chairs of Schools/Departments, and Program Directors/Coordinators in exploring the feasibility of and facilitating the launch of new academic programs.



Preferred Qualifications

- Master's degree from a regionally accredited institution in higher education, management, marketing or related field preferred;
- A minimum of 5 years of enrollment experience in a university environment offering significant online programming in degree completion and/or graduate programs;
- Knowledge of national and regional trends and best practices in admissions, academic advising, financial aid and scholarships, student records and registration practices;
- Demonstrated successful experience with outreach and retention programs;
- Significant successful experience in leadership, vision, strategic planning, and supervisory roles;
- Demonstrated skill in effectively communicating with all constituencies including the public and media;
- Demonstrated ability to foster collegiality and effective collaboration within the unit and across the University;
- Demonstrated skill managing diverse teams and working with diverse populations;
- Demonstrated experience with management and maintenance of integrated student information systems, institutional data reporting, degree audit, data analysis, data warehousing, and data security;
- Demonstrated working knowledge of relevant state and federal policies and regulations;
- The successful applicant will also demonstrate good communication, negotiation, and interpersonal skills and possess a progressive, collaborative management style.



Procedure for Candidacy

Review of applications will begin immediately and applications accepted until the position is filled, with an anticipated start date of July 1, 2016.

Applications should be accompanied by a letter of application and curriculum vitae. Applications and nominations will be accepted until the position is filled.

Nominations and applications should be submitted electronically in confidence to Dr. Richard Skinner.

Contact Information:

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