



Announcing an Executive Search
for the
Director of Admissions

Director of Admissions at Western

Western Washington University, a highly respected, comprehensive public institution located in northwestern Washington, invites applications and nominations for the position of **Director of Admissions**. Western seeks an experienced and enthusiastic admissions professional to advance and administer the recruitment and admissions of the University.

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The Opportunity

Western is recognized nationally for its academic and student successes. Western is the highest-ranking public, master's-granting university in the Pacific Northwest, according to the 2016 *U.S. News & World Report* college rankings. Western's academic excellence is built on a foundation in the liberal arts and sciences complemented by robust co-curricular, internship, entrepreneurial, and service learning opportunities.

As an institution, Western is deeply committed to creating an environment that welcomes equity, inclusion, and diversity for all members of the campus community. This value is echoed in Western's mission and strategic goals and is core to Western's ability to meet the changing demographics of the state and the future face of enrollment.

Located in Bellingham, Washington, Western provides students the opportunities found at large research institutions with the strong mentoring

community and small classes of a liberal arts college. It is known for its research and learning opportunities with highly accomplished faculty that inspire students to pursue and achieve their individual potential.

Western attracts students who want to put their higher education to a higher purpose. For the third straight year, Western ranked first in the nation in 2015 among medium-sized universities sending its graduates to the Peace Corps. It is also among the top producers of Fulbright winners, with five Fulbright winners in 2015. And, according to the latest Survey of Earned Doctorates, Western now ranks ninth among the nation's 590 public and private master's-granting institutions for the number of its graduates who go on to earn doctorates.

The next Director of Admissions will have a key role in continuing this success at the University. The Director provides strategic leadership for the search, outreach, recruitment, and yield of today's



most promising scholars and future leaders as undergraduate freshman and transfer students at Western. The Director reports to the Assistant Vice President for Enrollment Management and Students Services as do the Director of Financial Aid and the Programs Director for New Student Services/Family Outreach.

The Office of Admissions resides within the Division of Enrollment and Student Services and has approximately 30 full-time and part-time staff. The Division is comprised of 17 departments and more than 300 employees.

Primary Responsibilities:

- Serves as a member of the Assistant Vice President's Administrative Team

Admissions at a Glance

Fall 2015 enrollment - 15,332 students

- 2,809 new freshmen
- 1,161 new transfer students
- 707 graduate students
- 95% are undergraduates; 56% are female
- 88% are residents of Washington 12% are non-residents, including international students
- 24.9% are students of color
- 59% of freshmen enrolled with college credit
- 73% of enrolled transfer students come directly from a state community college
- 3.28 – 3.80 High School GPA (middle 50% of freshman admits)
- 1510-1830 SAT score (middle 50% of freshman admits)
- 22-28 ACT score (middle 50% of freshman admits)
- 2.99 – 3.60 College GPA (middle 50% of transfer admits)
- 92% of freshmen live on campus their first year
- 82% of the freshman class of 2014 returned in fall 2015
- 69% graduation rate
- 4.2 years is the average time to earn a degree

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Mission Statement

Western Washington University serves the people of the State of Washington, the nation, and the world by bringing together individuals of diverse backgrounds and perspectives in an inclusive, student-centered university that develops the potential of learners and the well-being of communities.

to plan and shape the enrollment of academically talented and diverse undergraduate freshman and transfer students, both domestic and international. Stays current with national trends in admissions and high schools.

- Ensures that the highest ethical standards of the profession are upheld in the recruitment of students.
- Provides overall direction and supervision of a staff with very different job responsibilities and skill levels while demonstrating effective leadership in training, motivating, counseling and accountability.
- Provides and sets standards for excellent customer service.
- Establishes and maintains strong collegial relationships with students, families, faculty, administrators, and community members.
- Develops and implements competitive, forward-thinking marketing strategies.
- Ensures that digital communication and publications are current and reflect new policies and procedures while providing students and others with timely, accessible and clear consumer information.
- Understands the leading role of utilizing technology to streamline and enhance Admissions efforts.
- Creates a vision for the use of system software to ensure success in outreach, recruitment, and yield activities and to

maintain uninterrupted service.

- Oversees the design of processes to ensure the clear, efficient tracking of application review from beginning to end.
- Analyzes data to determine effectiveness of outreach and marketing efforts and makes informed adjustments.
- Identifies and implements effective awarding strategies for Admissions scholarships and tuition waivers in collaboration with the Assistant Vice President for Enrollment Management and Admissions and Financial Aid colleagues.
- Provides effective fiscal oversight of the Admissions operating budget to achieve Admissions goals.
- Maintains the University's leadership



position in the continuation of articulation agreements with Washington State's community college system and other transfer institutions.

- Routinely makes Admissions presentations and participates in events related to Admissions and Enrollment and Student Services.
- Routinely reports on Admissions activities to the Assistant Vice President of Enrollment and Student Services and others.
- Serves as a resource for all academic departments.
- Provides leadership on statewide advisory boards and task forces.

Requirements

Candidates must have a master's degree and a minimum of eight years of progressively responsible experience in college recruitment and admissions and at least five years of experience supervising professional staff.

Additional requirements include:

- Demonstrated knowledge of the admission process, including recruitment/yield, admissions review, application processing and applicant communication strategies
- Demonstrated leadership supporting diversity and multiculturalism and sensitivity to the changing academic, socioeconomic, cultural, and ethnic backgrounds of applicants

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- Excellent communication skills
- Understanding of innovative technology and media in recruitment and admissions processes, including knowledge and effective integration of student information systems such as BANNER, Parchment, etc.
- Demonstrated budget management experience
- Understanding of the role of scholarships and other financial aid for purposes of achieving enrollment goals, particularly as related to selectivity
- Demonstrated ability to establish collegial relationships with students, family members, faculty, administrators, staff and the community

grounding in the liberal arts and sciences before specializing in a major.

Opportunities in research, scholarship, and creative endeavors across a wide range of disciplines are open to students. Class sizes are small enough to foster one-on-one student-faculty interactions, making it easy to build close-knit, mentoring relationships with professors. A variety of international experiences including study abroad, student teaching, internships, volunteer work, and faculty-led study tours are available.

Western's faculty includes national and international leaders in their fields. While professors are extensively engaged in innovative research across the disciplines,

they primarily choose Western for the opportunity to teach and assist students in realizing their full potential through connection, engagement, and exploration.

Western is proud of the fact that it is increasingly becoming a school of choice for students of color. In fall 2014, a total of 28.5 percent of new freshman and 21.5 percent of new transfers self-reported their racial or ethnic identity as Black/African American, Hispanic/Latino, Asian, American Indian, Alaska Native, Native Hawaiian, or other Pacific Islander.

Sustainability is an important aspect of life at Western. The Huxley College of the Environment is one of the nation's oldest environmental science colleges. Western has been purchasing 100 percent renewable energy since 2004 and has a new state-of-the-art energy degree in association with Western's Institute for Energy Studies.

Among its many recognitions is being one of the 2014 Great Colleges to Work For by *The Chronicle of Higher Education*. The Academic Workplace report names Western as one of the best colleges in the nation to work for, winning honors in two categories: teaching environment and tenure clarity and process.

The 215-acre campus is adjacent to 180 acres of forest and 6 miles of forested trails. The campus is located within a mile of

Western Washington University

Established in 1886, Western is the third largest public institution in Washington. Offering more than 160 academic programs leading to baccalaureate and graduate degrees, the University has eight colleges: College of Business and Economics, College of Fine and Performing Arts, College of Humanities and Social Sciences, College of Science and Engineering, Fairhaven College of Interdisciplinary Studies, Graduate School, Huxley College of the Environment, and Woodring College of Education.

Western places a strong focus on its undergraduates. Students receive a solid

Western's Strategic Goals

- Build upon Western's strengths to address critical needs in the State of Washington.
- Expand student access to rigorous and engaging baccalaureate and graduate education.
- Foster and promote life-long learning and success in an ever-changing world.
- Apply Western's expertise and collaborative approach to scholarship, creativity, and research in ways that strengthen communities beyond the campus.
- Serve as a model for institutional effectiveness, innovation, diversity, and sustainability.

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the Bellingham Central Business District and is surrounded by friendly residential neighborhoods with an extensive sidewalk network.

Western fields 15 varsity sports, six for men and nine for women. A member of NCAA Division II, Western placed 36th among 300 NCAA Division II schools in the Learfield Sports Director's Cup national all-sports standings in 2014-15.

Bellingham, Washington

Western is located in Bellingham, the northernmost city in the contiguous United States. Situated 90 miles north of Seattle and 55 miles south of Vancouver, B.C., the city has been listed for years as one of the "Top 25 Places to Retire."

With snow-covered mountain peaks to the east and north and the sea to the east, the area enjoys a mild climate and exceptional air quality. Bellingham offers a variety of cultural activities, low crime rates, well-established neighborhoods, and public transportation.

Easy access to the mountains and the sea provides a plethora of outdoor activities. It also serves as the gateway to the San Juan Islands.



Application and Nomination Process

Confidential inquiries are welcomed and nominations are invited.

1. To apply, submit:

- A letter of interest
- Current resume
- At least five references with full contact information. References will not be contacted without consent from applicants.
- Your answers to the required questions at:
www.myersmcrae.com/skins/userfiles/file/WWU-MMQuestions.pdf

2. Submit applications to: WWU-Adm@myersmcrae.com

Review of materials begins immediately. For best consideration, application materials should be received by **April 29, 2016**.

Nominations should include contact information for the individual being nominated. Submit nominations to: WWU-Nominations@myersmcrae.com

Kenny Daugherty, Executive Vice President, and **Alan Medders**, President, of **Myers McRae Executive Search and Consulting** are assisting Western with this search.



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