

Young
Harris

COLLEGE



EST. 1886



The Rollins Campus Center

Announcing an
Executive Search

for the

Vice President
for Enrollment Management



Vice President for Enrollment Management



Young Harris College Mission Statement

Young Harris College educates, inspires, and empowers students through a comprehensive liberal arts experience that integrates mind, body, and spirit.

Young Harris College, a selective liberal arts college located in the foothills of the North Georgia Mountains, seeks an experienced admissions administrator to serve as Vice President for Enrollment Management. The cabinet-level post reports directly to the College President and is responsible for all institutional enrollment services, including the admissions, financial aid, and registrar’s offices.



The Opportunity

Young Harris College is a thriving, private, residential, four-year college affiliated with The United Methodist Church. Located in the majestic southern Appalachian Mountains in north Georgia, the college is a progressive model of a liberal arts education with innovative academic programs that encourage students to seek their fullest potential.

Young Harris has experienced significant enrollment and campus growth since receiving accreditation in 2008 from the Commission on Colleges of the Southern Association of Colleges and Schools (SACSCOC) to offer baccalaureate degrees. Since the College transitioned from a two-year college to a four-year institution in 2009, enrollment has increased from 695 students to 1,204 students in fall 2015.

The strategic plan outlines the addition of more majors each year, so substantial growth is expected to continue.

The Vice President for Enrollment Management (VP for EM) oversees and is responsible for the management of the College’s student enrollment, including direct oversight of the admissions staff, financial aid, and registrar’s offices, and have close interaction with and overall strategic management of retention efforts in a variety of other campus offices, such as the Student Success Center.

The VP for EM ensures that the College’s enrollment and revenue streams from enrollment remain viable year to year.

The VP for EM is charged with attracting and enrolling students who have sufficient academic capability and other attributes that make them a good “fit” for the College. Complete comprehension and understanding of the College’s mission, values, and goals is essential.

A good working relationship with the College’s Athletics Department is important, along with an understanding of athletic recruitment under NCAA-II.

Overview of essential responsibilities:

- Work as a collaborative member of the senior leadership team to provide strategic vision, leadership, planning, program development, and budget management.
- Develop and implement effective enrollment and retention plans and strategies.

Nationally Recognized

Young Harris College has been named to the 2015 lists of “100 Most Affordable Small Colleges in America” by Best Value Schools and of “100 Most Affordable Small Colleges East of the Mississippi” by Great Value Colleges. The college also was designated as a College of Distinction for the fifth consecutive year in a row for “providing a teaching-centered undergraduate education that combines innovative learning programs with experiential educational opportunities.”

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Student Profile

SAT: Mid 50th-percentile total: 930-1130 (Note: These scores take into account only the Math and Critical Reading portions of the SAT)

ACT Composite Score: 21

Grade Point Average: 2.8 – 3.2 (Mid 50th percentile of academic GPAs of incoming freshmen)

Total Applicants: 2,311 Total Acceptances: 1,266

Fall 2015 Incoming Freshman Class: 500

- Present data and information to President and senior administration for the purpose of reporting on functional areas of responsibility, as well as strategic and tactical planning.
- Ensure enrollment team is successful in generating awareness about Young Harris College, and enrollment growth/recruitment in targeted regions, based on the strategic vision of the College.
- Provide direction in collection, organization, and analysis of data.
- Partner with director of marketing and communication in successful marketing and advertising plans.
- Leverage comprehensive financial aid services to optimize resources and increase enrollment and retention.
- Engage internal and external constituents in the recruitment process and retention efforts.
- Work with various offices on campus to develop strategy and implement best practices that support and enhance retention of students.
- Committed to providing professional development of staff.

with an advanced degree preferred. Seven or more years of leadership in enrollment management is required.

The Vice President also must have:

- An understanding of best practices in enrollment management and data-driven decision making
- Demonstrated success in an enrollment management role at an institution that is tuition-driven
- Excellent communication skills, including knowledge of social media in the recruiting arena
- Effective leadership and team building skills

- Experience with target marketing and market segmentation and data collection analysis
- Experience in the development and implementation of long-range enrollment plans
- Experience in managing student information systems
- Experience with budget oversight
- Experience with financial aid and leveraging
- Ability to collaborate with internal and external constituents

Young Harris College

Founded in 1886, Young Harris College educates, inspires, and empowers students through the highest quality liberal arts education. The college is committed to fostering relationships and strong bonds that endure beyond graduation.

More than 1,200 students are enrolled across the college's five divisions: Fine Arts, Humanities, Mathematics and Science, Education, and Social and Behavioral Sciences. The student-to-faculty ratio is 13:1.

The College offers 20 baccalaureate programs, 22 minors, 8 post-baccalaureate



Requirements

Candidates must have a bachelor's degree,



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education programs, and 4 secondary certifications. Recent graduates have been accepted to UGA's School of Veterinary Science, Georgia Regents University's dental program, Emory University's microbiology and molecular genetics doctoral program, Mercer University Law School, and the MFA program of the University of South Florida. Others have moved straight into professions in production (The Weather Channel), education, and banking.

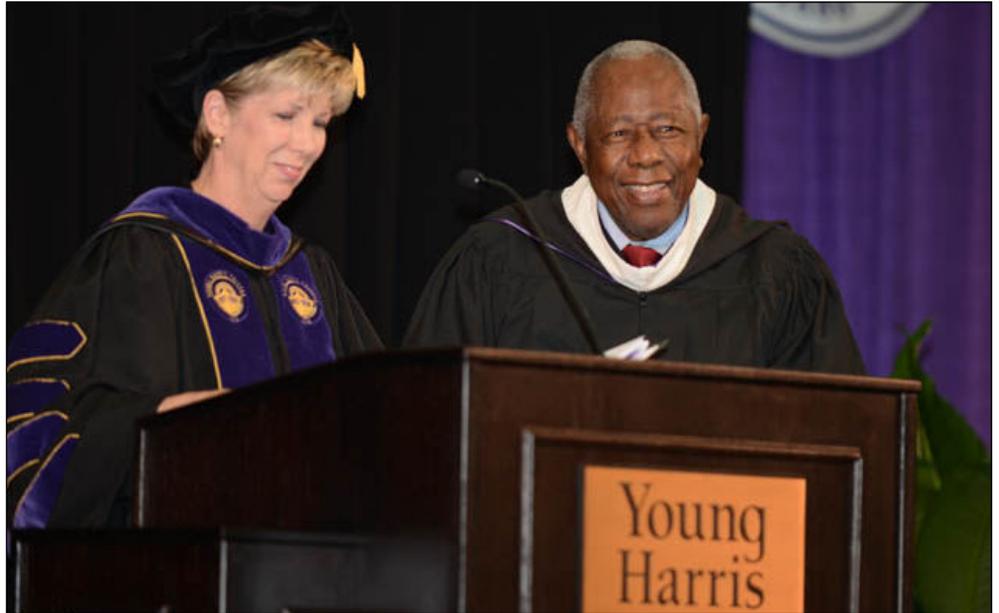
The historic campus in Young Harris, Georgia, continues to undergo major campus improvements to accommodate the college's rapid growth. Recent LEED-certified campus improvements include the opening of the 121,000-square-foot Rollins Campus Center, a 226-bed residence hall for freshmen, a 57,000-square-foot recreation and fitness center, and a 248-bed apartment-style residential village.

The College hold active membership in NCAA Division II and is a fierce competitor in the prestigious Peach Belt Conference.

Young Harris, Georgia

The town of Young Harris is ideally situated between the Chattahoochee, Cherokee, and Nantahala National Forests, and two scenic TVA lakes, Lake Chatuge and Lake Nottetley. The college-friendly community offers attractive housing and a wide range of outdoor activities, including gaining fame as a golf, fishing, and resort destination.

Young Harris is within an easy drive of large-city amenities, including professional sports, aquariums, major shopping and entertainment venues, and nationally noted dining. The town is two hours from Atlanta; Asheville, North Carolina; and Chattanooga, Tennessee.



YHC President Cathy Cox introduces baseball legend and YHC longtime friend Hank Aaron during the 2016 Commencement ceremony.

Application and Nomination Process

Confidential inquiries are welcomed and nominations are invited.

1. To Apply - Applications must include:

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

2. Submit applications to: YHC-VP@myersmcrac.com

Review of materials is underway. The position is opened until filled.

Nominations should include contact information for the individual being nominated.

Submit nominations to: YHC-Nominate@myersmcrac.com

Emily Parker Myers, CEO, and **Alan Medders**, President, of **Myers McRae Executive Search and Consulting** are assisting Young Harris College with this search.



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Applicants who would enrich the diversity of the campus community are strongly encouraged to apply. EOE M/F/D/V