



GARDNER-WEBB
UNIVERSITY



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Inviting Applications and Nominations for

Vice President for Enrollment Management



Gardner-Webb University, a private, Christian coeducational, residential institution with a strong emphasis on the Liberal Arts, seeks an experienced, innovative, and visionary **Vice President for Enrollment Management** to lead the institution's multifaceted recruitment and admissions efforts at the undergraduate and graduate levels. Reporting directly to the President, this senior administrator is responsible for designing and implementing comprehensive strategies for continuing GWU's recent enrollment gains.



ABOUT THE UNIVERSITY

Located on a beautiful 225-acre campus in the North Carolina foothills in Boiling Springs, Gardner-Webb University (GWU) has experienced remarkable growth, perseverance, and maturity over its 117-year history. Chartered in 1905, the University is a flourishing national institution known for its outstanding core academic curriculum, global emphasis on student missions, and institutional commitment to large-scale service in its communities. Dr. William M. Downs has served as president since July 1, 2019.

GWU provides quality undergraduate and graduate education that is strongly grounded in the liberal arts, while offering opportunities to prepare for various professions. A Carnegie-Classified Doctoral/Professional University, GWU's 5 professional schools and 12 academic departments offer more than 80 undergraduate and graduate major fields of study led by professors hailing from prestigious educational institutions across the nation.

In addition to growing residential programs, Gardner-Webb has an extensive offering of online degree-completion programs for undergraduates as well as an impressive array of graduate degrees (both online and on-campus) at the master's and doctoral

levels. Historically, the University has played significant roles in teacher education and ministerial preparation for church-related vocations. GWU also touts strengths in nursing, business, fine arts, and the natural sciences.

The University holds firm to its commitment to Christian principles and values as the best foundations for developing human personality and building community. Nationally recognized for its character-building programs, Gardner-Webb challenges students to ignite their passions, purposes, and professions within an environment that challenges the mind, heart, and soul.

The enrollment of approximately 3,600 students, which includes the traditional day program, graduate studies, and undergraduate online Degree Completion Program, is 66 percent female. There are 44 states, 28 foreign countries, and 93 North Carolina counties represented in the student population.

GWU is a NCAA Division I institution with 22 intercollegiate sports and nearly 600 student-athletes. The Runnin' Bulldogs compete in the Big South Conference, Coastal Collegiate Swimming Association, and Southern Conference. The University holds 11 division and conference titles.



MISSION AND VALUES

Mission Statement

The mission of Gardner-Webb University is to prepare graduates for leadership and service in their professional careers and in their personal lives. Rigorous and innovative degree programs, combined with distinctive hands-on learning opportunities, shape students into thinkers, doers, and world-changers. Forged within a supportive and diverse Christian community, our students emerge ready to impact their chosen professions, equipped with the skills to advance the frontiers of knowledge, and inspired to make a positive and lasting difference in the lives of others.

Our Statements of Value

Christian Heritage Acknowledging one God—Creator, Redeemer and Sustainer of life; committing to the lordship of Christ and self-giving service displayed in Christ-like moral action that respects the dignity and value of every person.

Baptist Heritage Affirming historic Baptist values such as the authority of Scripture in matters of faith and practice, the freedom of individual conscience and the right of people to worship God as they choose, the priesthood of all believers, the autonomy of the local church, and the separation of church and state.

Academic Excellence Encouraging visible enthusiasm for knowledge, intellectual challenge, continuous learning, and scholarly endeavors; inviting pursuit of educational opportunities within and beyond the classroom for the joy of discovery; and inspiring accomplishment within one's field of study.

Liberal Arts Offering broad-based exposure to the arts, humanities, and sciences and to each field's unique challenges, contributions, and life lessons; complementing the acquisition of career-related knowledge and skills with well-rounded knowledge of self, others, and society.

Teamwork Working collaboratively to support and promote shared goals, assuming responsibility willingly, meeting commitments dependably, handling disagreement constructively, and persevering despite distraction and adversity.

Student-Centered Focus Working collaboratively to support and promote shared goals, assuming responsibility willingly, meeting commitments dependably, handling disagreement constructively, and persevering despite distraction and adversity.

Community Engagement Assisting campus, local, national, and global communities through education, outreach, and research; fostering dialogue and action in support of human welfare and environmental stewardship.

Diversity Studying and celebrating our world's rich mix of cultures, ideologies, and ethnicities; respecting and welcoming students without regard to ethnicity, gender, religious commitment, national origin, or disability.



THE OPPORTUNITY

The Vice President for Enrollment Management (Vice President) will shape and head a team charged with realizing the enrollment goals articulated in the **University's Strategic Plan for 2020–2025**. This officer supervises the offices of Admissions, Enrollment Marketing, Digital Learning, and Financial Planning.

The University seeks an enrollment leader who has a deep understanding of the current higher education landscape, especially the paths to success for small, private universities. The ideal candidate will be a master of industry-standard best practices, while also embracing a willingness to experiment and to take calculated risks with the prospect of securing great institutional rewards.

The Vice President will work in a data-rich and technology-driven environment that entails prospect generation, new student recruitment, application review, and extension of institutional aid. The Vice President will lead targeted strategies that increase annual yield of new residential undergraduates, commuters, transfers, degree-completion students, adult learners, and graduate students (including doctoral candidates).

General Duties and Responsibilities

- Advance the mission, vision, and short- and long-term goals of the University in coordination with the President.
- Serve as a member of President's leadership cabinet.
- Communicate enrollment updates effectively to the university community and to members of the Board of Trustees.
- Recruit, hire, train, retain, inspire, and hold accountable a robust team of admissions counselors and staff.
- Create and execute recruitment plans that utilize all members of the Admissions staff.

- Coordinate with University Advancement to leverage alumni support for new student recruitment and scholarship support.
- Coordinate with Marketing and Communications to craft and implement strategic initiatives that generate recruitment gains.
- Coordinate with academic leaders to facilitate recruitment in high-growth degree programs, either existing or new.
- Coordinate with Athletics to ensure that recruitment strategies for student-athletes meet institutional enrollment goals.
- Travel to meet high school principals, guidance counselors, students, and their parents as a representative of Gardner-Webb University.
- Conduct regular meetings of the Enrollment Management staff.
- Serve as an advocate for the University in the community and with local and state leaders.
- Work closely with the deans, directors, and chairs on their recruitment activities.
- Perform other duties as assigned by the President.

Required Qualifications

- A master's degree or an equivalent combination of education and experience, along with at least four years of experience in enrollment management initiatives at a higher education institution
- Strong technical, organizational, and data management skills with a demonstrated understanding of and the ability to use the latest technology for managing enrollment
- Excellent written and verbal communications, including presentation skills
- Outstanding listening and strong relational skills
- Demonstrated drive to succeed in the highly competitive admissions landscape

THE PRESIDENT

Dr. William M. Downs President

Dr. Downs has served as president of Gardner-Webb University since July 1, 2019. His visionary leadership at the University, his commitment to culture in the workplace, and significant contributions to the community were recognized by *The Charlotte Business Journal* (CBJ), which selected him as one of Charlotte's 2022 Most Admired CEOs.

Dr. Downs' career spans over two decades of service in higher education. Prior to his appointment at Gardner-Webb, Dr. Downs was Dean of the Thomas Harriot College of Arts and Sciences, Professor of Political Science, and W. Keats Sparrow Distinguished Chair in the Liberal Arts at East Carolina University. As Dean, Dr. Downs had responsibility for ECU's largest and most diverse academic college, with 16 standalone departments, 17 interdisciplinary programs, 6,500 majors at undergraduate and graduate levels, and more than 530 faculty and staff.

Dr. Downs' research and teaching expertise lies at the intersection of comparative politics and international relations. His books have been published by Ohio State University Press, Palgrave Macmillan, and Epikentro. Additional work has appeared in such journals as *Parliamentary Affairs*, *Local Government Studies*, *Electoral Studies*, *West European Politics*, *Government and Opposition*, *Journal of Legislative Studies*, *Regional and Federal Studies*, and *Publius: The Journal of Federalism*. His study of "Sub-National Legislatures" appears in *The Oxford Handbook of Legislative Studies*. Dr. Downs' research in political science led to funded partnerships with faculty at Queens University, Belfast (Northern Ireland), the University of Strasbourg (France), and the University of Pretoria (South Africa).

Dr. Downs has been a research fellow at Harvard University's Minda de Gunzburg Center for European Studies, a graduate research associate working on democratization movements at the Carter Center's African Governance Program, and a Fulbright dissertation researcher in Belgium. His work also has been supported by the Belgian-American Educational Foundation. As an undergraduate student, Dr. Downs



served as an intern in the North Carolina Lieutenant Governor's Office and also studied abroad in the United Kingdom.

His first post-doctoral positions were on the faculties of two universities in Denmark—Odense University (now the University of Southern Denmark) and Aarhus University. He also held a one-year post as Visiting Assistant Professor at Emory University. During his 17 years as a Political Science faculty member at Georgia State University, Dr. Downs held several leadership roles including Area Dean for Social and Behavioral Sciences, Chair of the Department in Political Science, and Director of Graduate Studies in Political Science.

Dr. Downs earned his B.A. in Political Science (with a minor in Journalism) from North Carolina State University, and he holds M.A. and Ph.D. degrees in Political Science from Emory University.



Boiling Springs, North Carolina

One of the best places to live in North Carolina, Boiling Springs is a small town with a population of more than 4,500 residents. The city's downtown is a charming setting of boutiques, restaurants, coffee shops, and stores. Just outside of town is the Broad River and Broad River Greenway where day hikes and tubing are popular activities.

With an overall cost of living less than the U.S. average, Boiling Springs' quiet streets make it a great

place to live, with most residents owning their homes. The public schools in Boiling Springs are highly rated.

If big city adventures come calling, Boiling Springs is perfectly situated to answer. The town is within an hour or less drive from Charlotte's bustling uptown sports scene, Greenville's destination downtown with its award-winning parks, restaurants, and arts scene, or the charm of Asheville's widely acclaimed architectural treasures, culinary delights, and performing arts.

Application & Nomination Process

Confidential inquiries are welcomed, and nominations are invited.

Applications

- 1) Application packet must include:
 - a) A letter of interest
 - b) Current curriculum vitae or résumé
 - c) At least four references with full contact information including e-mails (*References will not be contacted without consent from applicant.*)
- 2) Submit application packet (preferably as PDFs to **Gardner-Webb-VP-EM@myersmcrae.com**). Review of applications is underway. Applications will be accepted until the position is filled.

Nominations

Submit nominations to:

Gardner-Webb-VP-EM-nominate@myersmcrae.com with complete contact and e-mail information for the individual being nominated.

Kenny Daugherty, President of Myers McRae Executive Search and Consulting, is assisting Gardner-Webb University with this search. Request a conversation regarding this search at **kennydaugherty@myersmcrae.com**.



Gardner-Webb University does not discriminate based on race, color, national origin, sex, disability, or age in employment for any of its programs and activities.