



PimaCommunityCollege

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Inviting Applications and Nominations for

Vice President of Enrollment Management



Pima Community College (PCC), one of the nation's largest multi-campus community colleges, seeks an energetic, student-centered, and collaborative administrator to serve in the key position of **Vice President of Enrollment Management**. Reporting to the Chancellor, this senior administrator will have a demonstrated track record of success with directing and supervising enrollment management functions. The College invites letters of application and nominations for this opportunity.

**Pima
Community
College
named the**

**5TH BEST
EMPLOYER
IN ARIZONA
TO WORK FOR.**

*Forbes 2022
list of America's Best
Employers by State*



ABOUT THE COLLEGE

Founded in 1966, Pima Community College is a two-year college that is built on a foundation of student success, community engagement, and diversity. Serving the greater Tucson, Arizona, metropolitan area through six campuses and more than 100 learning sites, PCC offers learners of all backgrounds and ages a variety of opportunities to meet their educational goals, including university transfer programs, occupational education programs, adult education/HSE preparation, workforce and business development, and continuing education.

Approximately 150 transfer and occupational programs are available, ranging from dental studies and respiratory care to aviation technology and logistics and supply chain management, to an Associate of Fine Arts or Associate of Applied Science in Accounting degree. The College has 258 full-time and education support faculty, 54 adjunct faculty, and 458 part-time support staff as well as 952 additional regular staff. The student-to-faculty ratio is only 16 to 1.

Serving nearly 50,000 credit and noncredit students each year, PCC is committed to providing convenient, affordable, and accessible high-quality education that has the power to transform the lives of students and improve the community. In Fall 2021, the enrollment was 57.8% female, 47.2% Hispanic/Latino, and 55.8% aged 18-24. More than 28% of students take 12 or more credit hours.

The College has been recognized nationally for its programs and student services. The institution is a two-time semi-finalist for the Aspen Institute College Excellence Program, which recognizes colleges that continue to focus on student success, student learning, certificate and degree completion, employment and earnings, and high levels of access and success for minority and low-income students.

In 2020, the College earned a prestigious Bellwether Award for reinvention of its developmental program in mathematics. The College's Adult Basic Education

for College & Career's IBEST initiative was one of only four programs in the U.S. to be recognized at the Advancing Innovation in Adult Education Showcase.

In 2018, PCC was one of eight colleges and universities nationwide selected by the Institute of International Education (IIE) to receive an IIE Andrew Heiskell Award for Innovation in International Education, which honors the most forward-thinking and successful models for internationalizing the campus, study abroad, and international partnerships.



Downtown Campus



Our Vision

As a premier community college, Pima Community College (PCC) will be a catalyst for personal transformation, economic growth, and cultural prosperity that enriches our diverse community.

Our Mission

Empower every learner, every day, for every goal.

As an open-admissions community college within the diverse setting of Pima County, PCC provides comprehensive and flexible life-long learning opportunities to promote learner success and to empower every learner, every day, for every goal.

Every learner: We commit to meeting the diverse needs of every person who seeks to further themselves through education.

Every day: We strive for excellence in teaching and support services, to ensure that all of our learners experience a welcoming and supportive environment that enhances their education.

Every goal: We align our programs and services with meaningful careers, quality educational pathways, and equity-driven practices to empower learners to succeed in their college and career goals.





THE OPPORTUNITY

Under the direction of the Chancellor for External Relations, the Vice President of Enrollment Management (Vice President) is responsible for providing vision, leadership, and direction for the entire student recruitment and enrollment processes and services. This includes Student Enrollment, Registrar's Office, and the Office of Financial Aid and Scholarships.

The Vice President is responsible for strategic planning; building collaborative relationships across the College; developing processes and procedures that contribute to increased enrollment, efficiency, and a streamlined student enrollment experience; implementing new and emerging technology in support of enrollment services; and coordinating assigned functions and activities with other college departments and campuses and outside agencies.

The Vice President exercises supervision through those individuals who report directly (and indirectly) within the College and carries out supervisory responsibilities in accordance with College policies and applicable laws. These responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; and addressing complaints and resolving problems. The work schedule for this position is flexible and includes working evenings and weekends and traveling locally.

Duties and Responsibilities

- Lead all aspects of the enrollment process, including overseeing student recruitment and enrollment, Registrar's Office, Office of Financial Aid and Scholarships, and Virtual Support.
- Develop and lead collaborative, cross-functional teams to achieve program goals and objectives for enrollment management.
- Provide direction for the development, implementation, and review of initiatives to improve business and workforce processes through innovative use of a CRM system and other customer tracking and service software and technologies.
- Work collaboratively with the Vice Chancellor of External Relations and the College marketing team in analyzing applicant lead data and creating efficient workflows through the student recruitment funnel.
- Provide leadership and oversight for the implementation of the short-range and long-range Enrollment Management Plan.
- Lead and direct the support of organizational goals and programmatic and operational changes.
- Prepare and analyze administrative and statistical reports, statements, and correspondence.
- Participate and serve on various campus and college committees.
- Represent the College to the community and outside organizations.

- Advise and respond to questions from departments and external agencies regarding assigned programs and services.
- Perform all or some of the responsibilities above and other related duties as assigned.

Job Qualifications and Skills

Minimum Requirements

- Bachelor's degree in related field, with Master's degree preferred, and five years or more of higher education enrollment management experience
- OR
- An equivalent combination of education and experience sufficient to successfully perform the essential duties of the job, such as those listed above

The Ideal Candidate will have the following Knowledge, Skills, and Abilities

- Demonstrate creative leadership, innovation, and a mindset of continuous improvement; enthusiasm; a style that is genuine, open, and engaging; good judgment in recognizing talent and assessing where improvements are needed; the ability to make appropriate connections and build synergies; and an open and creative approach to problem-solving and a willingness to address issues without territoriality.
- Demonstrate a thorough knowledge of and experience in implementing best practices for student enrollment.
- Effectively lead cross-functional work team efforts to accomplish the goals of the Enrollment Management division.
- Apply innovative and creative techniques and practices applicable to problem resolution and decision making.
- Demonstrate academic and administrative leadership, direction, and vision in program development and student engagement.
- Develop and maintain cross-discipline/cross-functional communications, collaborations, and relationships.
- Commit time and energy necessary to promote dramatic improvement of the College's student enrollment experience.
- Identify national best practices in enrollment management, student success, persistence, and retention.
- Develop, interpret, and apply goals, objectives, policies, procedures, rules, and regulations.
- Identify and respond to community, secondary education, and student needs.
- Project a strong positive image of the College with parents, students, faculty, staff, and the community.
- Monitor, evaluate, prioritize, and assign work to staff.
- Gain cooperation through discussion, collaboration, and persuasion.
- Establish and maintain cooperative working relationships with those contacted in the course of work, including all groups within a diverse multicultural community.
- Analyze problems and identify solutions and implement recommendations in support of goals.
- Demonstrate commitment to working in a multi-ethnic and multicultural environment with students, families, faculty, and staff.





Lee D. Lambert, JD Chancellor of Pima Community College

Lee D. Lambert has served as Chancellor of Pima Community College since July 1, 2013. A visionary and national educational leader, he has been a senior-level executive for more than 20 years at three community college districts. He has lead Pima District's transformation into Centers of Excellence in applied technology, health care, hospitality, information technology and cybersecurity, public safety, and the arts. Under his leadership, PCC was named a top 150 Community College by the Aspen Institute, earned a prestigious Bellwether Award for Developmental Education programs, and was ranked as the 5th Best Employer in Arizona by *Forbes*.

Chancellor Lambert has served on local, state, and national boards and councils. His leadership at the College as well as in higher education and economic development has been recognized. Among his numerous honors, he received the Thomas L. Swanson Leadership award from the Pima Association of Governments in 2019, the Humanitarian Award from the League of United Latin American Citizens in 2018, and CEO of the Year from the Association of Community College Trustees in 2017.

Before joining PCC, he was President of Shoreline Community College, located outside of Seattle, Washington. Over his career in higher education, he has served as Vice President for Human Resources and Legal Affairs at Shoreline and at Centralia College in Washington. He also was a Special Assistant to the President for Civil Rights and Legal Affairs at The Evergreen State College in Olympia, Washington.

A U.S. Army veteran, Chancellor Lambert earned a bachelor's degree in liberal arts from The Evergreen State College and a Juris Doctor degree from Seattle University School of Law, both located in Washington.



Equal Educational and Equal Employment Opportunity Policy

PCC is committed to diversity, equity, inclusion, and social justice. The College values and celebrates our talented, diverse workforce and seeks to attract, hire, and support employees who consistently and actively embrace diversity, equity, and inclusion. We are intentional about social justice, specifically, the active engagement toward equity and inclusion that addresses issues of institutional, structural, and environmental inequity, power, and privilege. See the PCC Diversity website for additional information about our commitment.

Pima Community College does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, veteran status or sexual orientation, or gender identity in employment, education, programs, services, or activities. The College encourages all interested individuals to apply.



Tucson, Arizona

Located in southern Arizona, Tucson attracts residents with its affordable cost of living, sunny climate, strong higher education offerings, and beautiful setting. Ringed by dramatic mountain ranges that emphasize the great desert skies, the city has picturesque sunsets and a star-filled evening sky.

With more than a million people residing in the Tucson metro area, the city is a multi-cultural center, with a unique blend of Western, Mexican, and Native

American influences. As the second largest city in Arizona, the city offers many of the amenities found in large metropolitan areas, including museums, live entertainment, performing arts, outstanding casual and fine dining, and a wide range of shopping options, from national stores to specialty boutiques.

Family friendly, the city has excellent public and private PK-12 schools, including charter schools. In addition to PCC, Tucson is home to the University of Arizona, which enrolls more than 45,000 undergraduate and graduate students.

Application & Nomination Process

Confidential inquiries are welcomed, and nominations are invited.



Applications

Application packet must include the following:

- Cover letter, limited to two pages, that describes strengths, skills, and knowledge that will benefit this position
- Current résumé or curriculum vitae
- At least four work-related references with full contact and e-mail information (References will not be contacted without applicant's consent.)

Submit application packet to **Pima-VP-EM@myersmcræ.com** (preferably as PDFs) by **April 21, 2023**, for best consideration. Applications will be accepted until the position is filled.

Nominations

Submit nominations to **Pima-VP-EM-nominate@myersmcræ.com** with contact and e-mail information on the individual being nominated.

Consultant

Kenny Daugherty, President of Myers McRae Executive Search and Consulting, is assisting Pima Community College with this search. **Request a conversation at KennyDaugherty@myersmcræ.com.**