



POSITION ANNOUNCEMENT
Associate Vice President for Enrollment Management
Brownwood, Texas

Howard Payne University does not discriminate based on race, color, national origin, gender (except where gender is a bona fide occupational qualification), age, veteran status, disability or genetic information. Background investigations will be conducted. The University is a "Drug Free Workplace." Applicants and employees may be required to take a drug and alcohol test at any time.

Job Title: Associate Vice President for Enrollment Management

Department: Enrollment Services

Reports To: Dr. Cory Hines, President

FLSA Status: Full-Time, Exempt

Expectation and Condition of Employment - Howard Payne University, a church-related institution affiliated with the Baptist General Convention of Texas, seeks to employ evangelical Christians who are dedicated to teaching and service as they model the principles of the Christian faith and the University's sincere religious beliefs.

Howard Payne University (hereafter, university) is committed to the integration of learning and Christian faith in the pursuit of truth. Employees are expected to embrace the Christian Mission Statement and Core Values of the university and must support the university's affirmation of traditional Christian and Baptist beliefs by leading lives of service through active involvement in Christian activities both on campus and through a local church.

As a condition of employment, employees are paid by direct deposit. Your signature on this job description indicates your understanding and affirmation of the statements above.

Mission Statement - Howard Payne University is a Christ-centered academic community dedicated to excellence by developing and equipping the whole person for intellectual inquiry, personal and professional integrity, and service to God and humanity.

Core Values of Howard Payne University - Seeking to engage the life of the mind and the life of the Spirit, Howard Payne University affirms that:

- God is the loving creator of all things and the author of all truth;
- Because God is the author of all truth, open inquiry is an act of intellect and of faith and is to be wholly embraced;
- Because open inquiry is an act of intellect and of faith, such efforts must proceed from rigorous academic standards and genuine commitment to Jesus Christ as Savior and Lord;
- For open inquiry to contain rigorous academic standards and genuine Christian commitment, there must be at all times a supportive learning environment that affirms human dignity for all as created in the image of God; and
- Committing oneself to the teachings of Jesus will result in Christ-centered, God-honoring and humanity-serving life choices characterized by honesty, integrity, healthy lifestyles and personal responsibility.

Job Summary: Directs and coordinates the overall admissions program of the University by providing essential leadership to enable the University to meet key enrollment management goals for both short- and long-term planning.

Minimum Requirements: Master's degree (M. A.) or equivalent preferred and four to ten years related experience and/or training; or equivalent combination of education and experience. Must be at least 21 years of age and maintain a valid Texas driver's license to drive any vehicle, including personal vehicles, on behalf of the University. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds of recruiting materials and equipment. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception and ability to adjust focus.

Application Procedure: To be considered for this position, applicants must submit each of the following documents:

1. A letter of application addressing in detail how they meet the position requirements,
2. Unofficial transcripts,
3. The names and contact information for three professional references, and
4. An Employment Application (available at: www.hputx.edu/jobs) to:

Bill Fishback
Associate VP for Business and Human Resources
Howard Payne University
1000 Fisk Avenue, Suite 210
Brownwood, TX 76801
E-mail: hr@hputx.edu

Application Deadline: Until position is filled



JOB DESCRIPTION

Job Title: Associate Vice President for Enrollment Management
Department: Enrollment Services
Reports To: Dr. Cory Hines, President
FLSA Status: Exempt, Full-Time
Prepared By: Jacob Rohrer
Prepared Date: August 12, 2019
Approved By: Bill Fishback, Assistant Vice President for Business and Human Resources
Approved Date: August 12, 2019

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Job Summary - Directs and coordinates the overall admissions program of the University by providing essential leadership to enable the University to meet key enrollment management goals for both short- and long-term planning.

Essential Duties and Responsibilities include the following. These duties may be performed personally or through subordinate supervisors or employees. Other duties may be assigned by the President.

1. Plan and lead the activities and departments involved in student enrollment, including admission and student outreach and recruitment, both on-campus and in regional locations, and works in partnership with the Financial Aid Office to develop effective scholarship programs.
2. Establish, in partnership with the President, annual enrollment goals based on historical data.
3. Develop innovative recruitment and admission programs for target markets.
4. Achieve an enrollment mix that addresses issues of quality and institutional fit.
5. Develop financial aid and scholarship strategies that attract qualified students and make Howard Payne University their "first-choice" university.
6. Develop marketing strategies and materials to promote the academic programs of the University.
7. Ensure the Office of Admission provides the highest level of student service.
8. Develop and manage departmental budgets, and allocate personnel and fiscal resources, including the regular and timely approval of all purchase orders and check requisitions.
9. Review policies for consistency with institutional needs and professional guidelines.
10. Guide departments in institutional effectiveness and planning procedures and ensure that procedures and practices measure up to best practice and remain compliant with applicable state or federal regulations.
11. Direct preparation of printed and online materials explaining admission requirements and transfer credit policies for dissemination to prospective students and to other schools.
12. Counsel students regarding admission and financial aid and supervise professionally trained enrollment staff.
13. Plan, participate in, and conduct student recruitment programs with other members of faculty and staff.
14. Serve on University committees as assigned.
15. Serve as an active member of the University's Administrative Council.

Supervisory Responsibilities - Manages one to two subordinate supervisors who supervise a total of six to eight employees in the Office of Admission. Is responsible for the overall direction, coordination, and evaluation of these units. Also directly supervises five full-time employees. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Competencies - To perform the job successfully, an individual should demonstrate the following competencies:

1. Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.
2. Design - Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.
3. Customer Service - Effectively manages difficult or emotional situations; Solicits feedback to improve service; Effectively responds to requests for service and assistance; Meets commitments.

4. Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
5. Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
6. Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Builds morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
7. Visionary Leadership - Displays passion and optimism; Inspires respect and trust; Mobilizes others to fulfill the vision; Provides vision and inspiration to peers and subordinates.
8. Change Management - Develops workable implementation plans; Communicates changes effectively; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.
9. Managing People - Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates' activities; Makes self available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Solicits and applies feedback (internal and external); Fosters quality focus in others; Improves processes, products and services; Continually works to improve supervisory skills.
10. Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
11. Business Acumen - Understands business implications of decisions; Works within approved operating budget; Demonstrates knowledge of market and competition; Aligns work with strategic goals.
12. Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds the University's Mission Statement and values.
13. The University's Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits the University through outside activities.
14. Strategic Thinking - Develops strategies to achieve the University's goals; Understands the University's strengths and weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
15. Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.
16. Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
17. Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

18. Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

Qualifications - To perform this job successfully, an individual must be able to perform the Essential Duties and Responsibilities listed above satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience - Master's degree (M. A.) or equivalent preferred and four to ten years related experience and/or training; or equivalent combination of education and experience.

Language Skills - Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to University trustees, administration, other employees, and/or the public.

Math Skills - Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

Reasoning Ability - Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagrammatical form and deal with several abstract and concrete variables.

Computer Skills - Microsoft Outlook, Excel, and Word software.

Licenses - Must maintain a current Texas driver's license to drive any vehicle on behalf of the University.

Other Qualifications - Must be able to travel away from home 10% to 15% of the time. Must be capable of managing, motivating and directing a regional staff from Brownwood.

Physical Demands - While performing the duties of this job, the employee is regularly required to talk or hear. The employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds of recruiting materials and equipment. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception and ability to adjust focus.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to risk of electrical shock. The employee is occasionally exposed to fumes or airborne particles and toxic or caustic chemicals used to clean and/or renovate buildings and maintain the grounds of the University. The noise level in the work environment is usually moderate.

By my signature below, I confirm I have read, understand, and can meet all of the expectations and physical requirements in this Job Description.

Signature

Date