

Palo Alto University Assistant Vice President, Admissions

One of the nation's leading schools of psychology and counseling seeks a change agent to imagine, develop and execute a bold vision for enrollment and admissions

[Palo Alto University](#) (PAU), in the Silicon Valley region of the San Francisco Bay Area, is a private, non-profit university offering students undergraduate and graduate degrees in psychology and counseling. PAU is dedicated to promoting future innovators and leaders for the benefit of society; to generating knowledge through research and scholarship at the highest level; and to providing services to the community informed by science and scholarship. It promotes culturally competent psychology in its teachings, and diversity and multiculturalism is a fundamental core value in every corner of the institution. PAU's mission is "*Engaging Minds and Improving Lives through Excellence in Research, Education, and Clinical Practice in Psychology and Counseling, with an Unwavering Commitment to Diversity and Improving the Human Condition.*"

With physical facilities located in Palo Alto, Los Altos and the greater Bay Area, PAU has 40 full-time faculty, 150 part-time faculty, and staff of 70 that serves 1100+ students on campus, online, and hybrid. This breaks out to be approximately 630 students in the doctoral programs, 370 in the masters programs, and 110 undergraduates.

In this newly created position, the Assistant Vice President, Admissions ("AVP") is responsible for the establishment of priorities and development of processes to achieve objectives for undergraduate and graduate programs, ensuring that the university is positioned for long-term growth and future success. The AVP provides oversight to the teams responsible for Enrollment, Admissions, and the Registrar's office, and works collaboratively across the university, strategically with Financial Aid, and with the academic program chairs.

BASIC FUNCTION

Reporting to the Interim Vice President for Academic Affairs, the AVP's overarching priority will be to accelerate change that measurably elevates achievement of admissions and enrollment objectives. The new leader will bring fresh perspectives, energy and enthusiasm for raising awareness of PAU programs among potential students, but will be data-driven and grounded by strategy as it relates to targeted recruitment and admissions processes.

The AVP will quickly learn the culture, programs, personalities and constituencies of PAU, fully internalize the intent of the Strategic Vision Goals and Objectives, and PAU's place in the academic landscape.

In collaboration with the department chairs, the AVP will understand how PAU attracts doctoral and master's students and establish targets in line with overall recruitment goals and objectives. Additionally, s/he will identify strategies to address shifting undergraduate enrollment. The AVP will develop outreach strategies and recruitment plans, including exploring and developing mission-related programs for pipeline enhancements such as partnerships with professional industry groups (community colleges, financial aid initiatives, etc.) that further PAU's ability to enroll talented and diverse applicants.

The AVP will review and make recommendations toward admissions standards, guidelines and criteria. S/he will oversee the analysis of the qualifications of prospective students and utilize

reporting to inform a continuous improvement model that drives attracting and selecting the most talented and diverse students.

S/he will manage the day-to-day operations of the team responsible for recruiting, moving students through the admissions funnel, and ensuring the registrar's office effectively works with students through graduation. S/he will recruit, manage, motivate and provide development opportunities for the team, ensuring the department has the appropriate balance of skills and experience, and trained on the full-range of PAU academic offerings to guide applicants toward suitable programs.

The AVP will work across the institution to develop and implement a robust financial aid strategy utilizing emerging financial aid trends and innovations for the purposes of recruiting and retention.

S/he will develop a Registrar's function that is focused on student success from admissions through enrollment and to graduation, and will collaborate with Student Services to create a support team centered in the Registrar's office. On an ongoing basis the AVP will collaborate with other departments and committees/task forces to align enrollment and admissions with academic and institution priorities.

The AVP is responsible for enrollment forecasting using empirical data and metrics, and will create and implement predictors of both admissions and retention success used for benchmarking.

IDEAL EXPERIENCE & CHARACTERISTICS

The ideal candidate will have the following range of experience and qualifications:

- A master's degree and progressively responsible management experience in higher education administration, preferably from a private institution, is required.
- The ability to connect admissions/enrollment and marketing strategies; track record of taking a proactive approach to understanding the competitive landscape, and in attaining both short- and long-term objectives; data-driven; knowledge of national education trends.
- Experience utilizing various technology systems used in higher education; an understanding of social/new media and how it can be used for recruitment.
- Project management experience and the ability recommend and effect change that enables better outcomes and systems; a "doer" with a willingness to work hands-on in developing and executing a variety of activities to strengthen PAU and in the process engage others in those activities.
- Comfortable receiving input from many sources and able to analyze and formulate disparate information into sound, well-organized plans and concrete actions; experience working in a shared-governance environment would be an advantage.
- An entrepreneurial approach, innovative spirit, collaborative sensibility.
- Strong experience in recruiting, developing, retaining and leading a diverse team.

- Excellent analytical, interpersonal, oral and written communication skills, including the means to address issues in non-confrontational and non-polarizing ways.
- A charismatic communicator, able to build enthusiasm for PAU and its programs both internally and externally; emotionally mature with high level of integrity, a good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations.

For further information, to nominate others or to apply, please contact:

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