

PROVIDENCE COLLEGE

Associate Vice President of Enrollment Management (Chief Enrollment Officer)

POSITION PROFILE

Providence, Rhode Island



Executive Summary

Providence College seeks a strategic, innovative, collaborative, and mission-driven leader to serve as its Associate Vice President of Enrollment Management. The successful candidate will provide institution-wide leadership for undergraduate and graduate enrollment planning, student recruitment, admission, and financial aid, while working across the university to develop coordinated marketing, recruitment, and retention strategies. The Associate Vice President will serve as the institution's chief enrollment officer.

This senior leader will shape and execute a comprehensive enrollment strategy that advances the institution's mission, supports a diverse and talented student body, strengthens student success, and aligns enrollment decisions with institutional priorities and long-range financial sustainability. The Associate Vice President will bring sophisticated analytical capacity, sound judgment, deep knowledge of admission and financial aid, and the ability to translate market intelligence into clear institutional action.

The role requires a leader who can build trust across divisions, communicate effectively with senior administration and the Board of Trustees, and foster a high-performing enrollment organization. The Associate Vice President will be expected to balance aspiration with disciplined execution, preserving the personal character of the Providence College experience while positioning the university to respond to a rapidly changing enrollment environment.

Candidate Qualifications

The successful candidate will be a strategic, ethical, and collaborative enrollment leader with the experience, judgment, and interpersonal skills to engage effectively with students and families, faculty and staff, senior administrators, trustees, alumni, coaches leading Division I athletic programs, and other internal and external partners. The candidate will demonstrate a strong commitment to Providence College's Catholic and Dominican mission, enrollment excellence, student success, and the responsible stewardship of institutional resources.

Required Qualifications

- Master's degree in a related field from an accredited institution.
- At least ten years of progressive experience in college or university admission, enrollment management, financial aid, or an equivalent combination of relevant training and experience.
- Demonstrated expertise in enrollment management and undergraduate and graduate recruitment.
- Strong leadership, team-building, and organizational management skills.
- Knowledge of market trends and leading practices in admission and financial aid.
- Strong analytical and quantitative skills, including the ability to use data, research, and information technology to make decisions and deploy resources.
- Demonstrated ability to connect the strategic use of financial aid with admission, retention, and net revenue objectives.
- Exceptional written, oral, and interpersonal communication skills.
- Experience using contemporary communication technologies and social media in recruitment.
- A demonstrated commitment to building a welcoming community and recruiting students from a broad range of backgrounds.

Leadership Attributes

- Strategic and forward-looking
- Mission-driven and ethically grounded
- Analytical and evidence-informed
- Collaborative and relationship-centered
- Decisive, accountable, and operationally disciplined
- Innovative, adaptable, and attentive to emerging market conditions
- Student-centered and committed to service excellence
- An effective communicator who can build shared understanding across constituencies

The Leadership Mandate

The Associate Vice President of Enrollment Management will lead a coordinated enrollment enterprise designed to attract, enroll, support, and retain students who will thrive at Providence College. The position will connect institutional mission, academic priorities, student recruitment, financial aid strategy, retention planning, marketing, and financial modeling in a single, disciplined framework.

Enrollment strategy: Develop and implement a comprehensive enrollment plan that establishes clear goals, identifies priority markets, aligns recruitment and financial aid strategies, and supports annual planning and budget development.

Recruitment and admission: Provide leadership for recruitment programs, admission policy, application review, and admission decisions. Ensure that recruitment practices communicate the distinctive value of a Providence College education and create an engaging, responsive experience for prospective students and families.

Financial aid strategy: Supervise the Executive Director of Financial Aid and guide the strategic use of institutional aid to advance admission, retention, access, and net revenue goals. Monitor financial aid expenditures and ensure that institutional resources remain within approved budgets.

Retention and student success: Work across the institution to examine policies, service delivery, and institutional practices that affect enrollment continuity and student success. Frame recommendations for senior leadership to improve retention and the quality of services provided to students.

Marketing and communications: Collaborate with marketing and communications colleagues to develop compelling, mission-consistent recruitment strategies, campaigns, content, and communication plans for the full-time undergraduate program.

Data, research, and forecasting: Create and maintain enrollment planning models for annual and long-range decision-making. Analyze markets, applicant behavior, enrollment patterns, retention factors, financial aid effectiveness, and net revenue outcomes, and translate findings into actionable recommendations.

Leadership and management: Lead, support, and develop senior enrollment staff; establish clear expectations and accountability; manage the operating budget; approve expenditures; and cultivate a culture of service, collaboration, innovation, professional growth, and continuous improvement.

Governance and institutional communication: Report enrollment initiatives, risks, results, and recommendations to senior administration and the strategic planning committee of board of trustees. Participate actively in senior councils and committees whose work affects enrollment, retention, marketing, and institutional planning.

Compliance and integrity: Maintain admission practices consistent with institutional policies and applicable rules and regulations, including responsibility for admission decisions involving student-athletes in compliance with NCAA Division 1 requirements.

Opportunities and Priorities

The next Associate Vice President of Enrollment Management will join Providence College at a consequential moment for higher education. The role offers the opportunity to strengthen the institution's enrollment position through an integrated strategy that is analytically rigorous, distinctively mission-centered, and responsive to students and families. Initial priorities include:

- Developing a clear, multi-year enrollment strategy that aligns market opportunity, academic priorities, institutional capacity, student success, and financial sustainability.
- Strengthening the enrollment planning model for graduate and undergraduate programs used by senior leadership and appropriate offices for annual planning, budget development, scenario analysis, and resource allocation.
- Refining recruitment strategy for the undergraduate and graduate programs, including market segmentation, territory management, communication, campus visit experiences, and enrollment conversion.
- Advancing a disciplined financial aid strategy that supports access, shapes the incoming class, promotes retention, and advances net revenue goals.
- Deepening collaboration among admission, financial aid, marketing, academic affairs, student affairs, athletics, finance and business, institutional research, and other campus partners.
- Using data and research to identify enrollment and retention challenges early, assess the effectiveness of strategies, and support timely institutional decisions.
- Enhancing the prospective student and family experience across every stage of the enrollment journey.
- Building, developing, and retaining an outstanding enrollment team with clear goals, shared accountability, and a culture of continuous improvement.
- Communicating enrollment opportunities, results, tradeoffs, and risks clearly to senior administrators and trustees.
- Ensuring that enrollment practices reflect Providence College's mission and commitment to the dignity and flourishing of every person.



Role and Responsibilities

Reporting to the Executive Vice President and Chief Operating Officer, the Associate Vice President of Enrollment Management provides leadership for enrollment planning, recruitment, admission, and financial aid. The position works collaboratively across the college to develop and execute marketing, recruitment, and retention strategies. Core responsibilities include the following:

Enrollment Planning and Strategy

- Create an enrollment planning model for use in annual planning and budget development by appropriate college offices.
- Develop, articulate, implement, and assess recruitment and enrollment plans for the undergraduate and graduate programs.
- Analyze current enrollment and retention issues and recommend strategies that connect admission decision-making, student success, and resource stewardship.
- Examine institutional policies and practices affecting enrollment and retention and present recommendations to senior leadership.
- Establish performance indicators and regular reporting that support transparent, evidence-informed decision-making.

Admission and Recruitment

- Provide strategic and operational leadership for undergraduate and graduate admission and recruitment.
- Exercise responsibility for admission decisions, including decisions involving student-athletes, in compliance with applicable NCAA rules and regulations.
- Approve initiatives that support recruitment programs and services.
- Guide recruitment market planning, prospective student engagement, application generation, application review, yield, and enrollment conversion.
- When appropriate, maintain direct engagement in recruitment and application review to remain closely connected to prospective students, families, counselors, and the work of the admission team.

Financial Aid

- Supervise and support the Executive Director of Financial Aid.
- Oversee the distribution of academic merit scholarships and the strategic implementation of institutional financial aid for eligible students.
- Connect financial aid decisions to admission, retention, access, and net revenue goals.
- Monitor institutional financial aid expenditures and ensure that approved resources are not exceeded.
- Assess the effectiveness of financial aid strategies and recommend adjustments based on enrollment outcomes and institutional priorities.

Retention and Cross-Campus Partnership

- Coordinate the development of recruitment and retention plans with academic and administrative partners.
- Identify opportunities to improve the quality, clarity, coordination, and responsiveness of services provided to students.

- Build productive relationships across academic affairs, student affairs, athletics, finance and business, marketing, institutional research, and other areas essential to enrollment success.

Marketing and Communications

- Work collaboratively with marketing colleagues to ensure that recruitment and admission strategies are consistent with the college's mission and institutional positioning.
- Guide the development of integrated communication plans that engage students and families through appropriate channels and technologies.
- Use market insight and audience research to strengthen messaging, recruitment campaigns, and enrollment conversion.

Organizational Leadership and Fiscal Stewardship

- Lead, supervise, and develop senior enrollment staff and promote effective collaboration across the enrollment organization.
- Manage the office's operating budget, approve expenditures, and align resources with strategic priorities.
- Foster an organizational culture characterized by professionalism, service, accountability, innovation, and continuous improvement.
- Ensure appropriate policies, processes, technologies, and staffing structures are in place to support enrollment goals.

Communication, Governance, and Representation

- Report enrollment strategies, initiatives, results, and recommendations to senior administration and the Strategic Planning Committee of the Board of Trustees.
- Participate in the Academic Affairs Executive Council, the Marketing Committee, and other institutional bodies relevant to enrollment, retention, and planning.
- Provide updates on student recruitment initiatives and seek informed recommendations on admission and financial aid matters.
- Represent Providence College professionally with prospective students and families, school counselors, professional organizations, and other external constituencies.

Reporting Relationships

The Associate Vice President of Enrollment Management reports to the Executive Vice President and Chief Operating Officer. The Executive Director of Financial Aid reports to this position. The Associate Vice President also manages a group of eight to ten senior enrollment staff and works closely with leaders and teams across the college whose responsibilities intersect with recruitment, financial aid, retention, marketing, analytics, student success, athletics, and institutional planning.



About Providence College

Providence College is a primarily undergraduate, liberal arts, Catholic institution of higher education located on a 108-acre campus in Providence, Rhode Island. Founded in 1917 by the Dominican friars at the invitation of Bishop Matthew Harkins, Providence College is the only college or university in the United States founded by and conducted under the auspices of the Dominican friars.

The college enrolls nearly 5,000 students taught by approximately 400 faculty members across four schools: Arts and Sciences; Business; Education and Social Work; and Nursing and Health Sciences. Providence College is committed to academic excellence anchored in the liberal arts and promotes interdisciplinary collaboration, engaged learning, undergraduate research, and the pursuit of truth through reasoned inquiry and the pedagogy of disputed questions.

Mission and Values

Providence College is a Catholic, Dominican, liberal arts institution of higher education and a community committed to academic excellence in pursuit of the truth, growth in virtue, and service of God and neighbor. Its mission is animated by four deeply held values:

Faith and Reason: The institution affirms that faith and reason are compatible and complementary means of discovering truth and engaging the world.

Academic Excellence: The institution holds itself to high standards in teaching, learning, and scholarship and promotes critical thinking, engaged learning, and reasoned inquiry.

Community and Diversity: Following the example of St. Dominic, the institution affirms the God-given dignity, freedom, and equality of each person and seeks the common good and human flourishing of the community.

Veritas and Providence: The institution brings the Dominican ideal of veritas to contemporary questions and seeks to share the fruits of contemplation with a new generation of students.

Providence, Rhode Island

Providence combines the accessibility and friendliness of a smaller city with the culture, educational resources, and opportunities of a major metropolitan area. Its distinctive neighborhoods, arts and cultural institutions, restaurants, colleges and universities, healthcare organizations, businesses, and proximity to other New England centers make it an engaging place to live and work.

Position Salary Range: The salary range for this position is \$225,000-250,000 annually and is dependent upon the successful candidate's qualifications and experience. We offer a highly comprehensive and competitive benefits package.

Procedure for Candidacy

All applications, nominations, and inquiries are invited. Applications should include, as separate documents, a curriculum vitae or resume and a letter of interest addressing the themes in this profile.

Application materials should be submitted using Providence College's online candidate portal and selecting the green "Apply" button located on the top-right hand corner of the job posting. Candidates will be considered until an appointment is made. For priority consideration, applicant materials should be submitted by November 23, 2026.