



Vice President for Strategic Enrollment Management

POSITION PROFILE

California State University, Sacramento (Sacramento State) invites nominations, expressions of interest, and applications for the position of Vice President for Strategic Enrollment Management.





THE UNIVERSITY

As California's capital university, Sacramento State transforms lives by preparing students for leadership, service and success. Sacramento State is located on a beautiful 305-acre, tree-lined campus adjacent to the American River, about five miles east of the state Capitol. Founded as Sacramento State College in 1947 with 235 students and five full-time faculty members, today it is the sixth largest of the 23 campuses in the California State University system. With faculty, students and staff working at the confluence of knowledge, passion, innovation and real-world learning, Sacramento State offers a truly transformative educational experience to its approximately 31,000 students – an experience enriched at every turn by the arts, culture, altruism, diversity, natural campus beauty and a community committed to educational excellence.

As a top regional four-year, comprehensive public university offering programs in business, education, engineering, health, arts, humanities, public policy, and science, Sacramento State's alumni make up the heart of the region's workforce and some of its finest leaders who are driven to make a difference in their communities. Sacramento State received the Carnegie Classification for Community Engagement in 2010 and is currently pursuing reclassification for 2025.

As the only public university located in the state capital of the world's fourth-largest economy, Sacramento State is uniquely positioned to influence and advance public policy and community well-being. The University is deeply committed to improving the region and the lives of all who call it home.

From student engagement at the Capitol and in their neighborhoods, to groundbreaking research, creative work, and collaborative community partnerships led by faculty and staff, Sacramento State plays a vital role in shaping the future. Guided by a forward-thinking administration, the University is advancing into a new era of impact and innovation. Home to a range of centers, programs, and institutes dedicated to analyzing and shaping public policy at the local, state, and federal levels, Sacramento State is the place to be for those who want to drive change in the city, region and beyond.

The University fosters ongoing partnerships with government agencies, non-profit organizations, elected officials, corporate leaders and community leaders to advance issues and policies that benefit the University, the region, and contribute to its economic development. Future movers and shakers throughout the region get their start at Sacramento State, which is why our tagline is "Leadership Begins Here." The opportunities and internships – some of the very best in the country – are unlike those available anywhere else in the state, and students get hands-on experience to jump-start their careers in public service. The University is home to dedicated faculty who, in addition to shaping the minds of the capital's next generation of leaders, play vital roles in regional and state issues and discourse, fueling discussion of the ways public policy affects the lives of the electorate while addressing economic, educational, cultural, and social issues facing the region and the state.



THE UNIVERSITY

Sacramento

Sacramento, known as “the City of Trees” is a modern city with roots in the Wild West. It is California’s capital and the seat of Sacramento County government. It lies in the heart of the rich agricultural Central Valley, which gives it a personality that is both dynamic and laidback. It lies at the confluence of two rivers: the 380-mile Sacramento River, California’s longest river; and the American River, a popular spot for boating, fishing, rafting, and cooling off in the summer.

In 1848, a sawmill foreman working at the south fork of the American River, northeast of Sacramento, reached into the water to retrieve some sparkly flecks. It was gold. James W. Marshall’s discovery triggered the 1849 Gold Rush – and the world literally rushed toward the young city of Sacramento as eager men and women made their way to the gold fields. Many would not find their fortunes, and some returned to Sacramento to start businesses and new lives here.

Sacramento grew into one of the most ethnically diverse and livable cities in the country, with a population of 480,000. Today, more than 1.5 million people live in Sacramento County. The region’s mild Mediterranean climate produces hot summer days and cool nighttime Delta breezes. Winters are chilly and sometimes cloaked in the Central Valley’s famed tule fog.

The Sacramento State campus is just minutes from the city’s best restaurants, fast-food eateries, and shopping areas, and less than five miles from the State Capitol. The city of Sacramento offers a myriad of museums to explore and plenty of festivals to entertain you throughout the year. San Francisco, Northern California’s wine country, the Sierra Nevada, and historic Gold Rush towns are popular weekend destinations.

Campus Demographics

With a breakdown of 56% female and 44% male, Sacramento State enrolls approximately 31,000 students. It is one of the most diverse universities in the western United States and a reflection of the region it serves. Sacramento State is designated as a Hispanic-Serving Institution (HSI), an Asian American Native American Pacific Islander Serving Institution (AANAPISI), and recently was named the first

Black Serving Institution (BSI) in California. Roughly one-third of undergraduate students are either low-income or first-generation students. More than one thousand veterans and their dependents are enrolled at Sacramento State, adding to the diversity of the campus. Approximately 2,100 students live in the University's seven residence halls.

Athletics

Sacramento State's "Hornets" compete at the NCAA Division I level across 21 intercollegiate athletic teams. While most varsity teams compete in the Big Sky Conference, several teams participate in other conferences: baseball in the Western Athletic Conference, gymnastics in the Mountain Pacific Sports Federation, rowing in the American Athletic Conference, and women's beach volleyball and men's soccer in the Big West Conference. As one of the most visible arms of the University, Hornet Athletics enhances institutional recognition and fosters pride among current and prospective students, alumni, and the local community. It also supports the University's mission by enriching student experiences and contributing to the quality of life in the Sacramento region.

Enrollment Management

Operating under the Division of the President, Enrollment Management is deeply aligned with Sacramento State's mission and core values. We are committed to supporting the student journey, from first interest through graduation and beyond, by ensuring every student experiences a well-informed, engaging, and positive educational path.

Our work focuses on reducing administrative barriers, preserving the integrity of student records, utilizing technology to enhance services, and delivering timely, proactive communication. These efforts are designed to create meaningful and lasting experiences for all Sacramento State students.

The Vice President for Strategic Enrollment Management (VPSEM) leads a diverse and highly skilled team that strategically manages people, processes, and resources to promote access, equity, and student success across the student lifecycle.

Guided by the 2022–2025 Enrollment Management Strategic Plan, the Division is pursuing key initiatives to strengthen Sacramento State's capacity to enroll, retain, and graduate a diverse population of approximately 32,000 undergraduates and 2,500 graduate and credential students. As we look ahead, the VPSEM continues to refine and align this plan with the University's forthcoming 2025–2030 Strategic Plan, ensuring that enrollment goals shape campus-wide priorities and institutional advancement.

The Enrollment Management Strategic Plan can be viewed at:

<https://www.csus.edu/apply/enrollment-management/internal/documents/strategic-enrollment-management-plan.pdf>

Pillar 1: Mission-Aligned Growth & Equity Goals

- Enrollment targets: Annual increases of 1-2% in undergraduate and graduate populations to support fiscal stability and program vitality.
- Equity-focus: Aim to eliminate equity gaps, with particular emphasis on underrepresented and first-generation student outcomes.

Pillar 2: Student Lifecycle Support

- Recruitment through completion: Address all phases – from inquiry to graduation – prioritizing retention and degree achievement
- Cross-functional partnerships: Centralize collaboration across Academic Affairs, Student Affairs, Enrollment Management, and other units to align policy, curriculum, and services.

Pillar 3: Administrative Streamlining & Process Improvement

- A "cut-the-red-tape" initiative aims to identify and eliminate procedural barriers, enhancing access and enrollment efficiency.

Pillar 4: Data-Informed Decision-Making

- Utilize institutional dashboards (e.g. Student Success, Course Outcomes) to monitor metrics like enrollment, retention, equity gaps, and academic attainment.

Pillar 5: Strategic Programming & Inclusive Culture

- Embed DEIB principles through strategic enrollment management efforts via faculty development, inclusive teaching, and culturally responsive student support.
- Specific initiatives include expanded internships and infrastructure improvements to improve basic needs and well-being to support retention.



Inside Enrollment Management

Admissions

The Office of Admissions is the gateway to Sacramento State's academic community, managing all aspects of the student application lifecycle from initial inquiry through enrollment confirmation. This includes evaluating applications, determining eligibility based on academic requirements, and providing guidance on admission procedures, ensuring alignment with CSU policy and institutional priorities. The office also supports students by offering information sessions, answering inquiries, and helping applicants navigate key deadlines and documentation to ensure a smooth transition into the university. In collaboration with Financial Aid and the Registrar's Office, Admissions monitors yield metrics, identifies trends in applicant diversity, and implements continuous improvements to optimize access, equity, and student success.

Outreach

Passion for student success starts long before enrollment – and that's where the Sacramento State Outreach Office leads the charge. As the frontline of the university's recruitment efforts, the Outreach Office connects with prospective students through strategic partnerships with high schools, community colleges, and community organizations. Focused on expanding access and equity, the team provides pre-admission advising, campus tours, and tailored support for all students, particularly for first-generation and educationally disadvantaged students. Through events, communications, and articulation partnerships, the office cultivates pathways that help students envision – and achieve – a future at Sacramento State.

Office of the University Registrar

At the heart of Sacramento State's academic operations, the Office of the University Registrar drives seamless student enrollment and academic progress through innovative self-service platforms and meticulous administrative oversight. It manages key student interfaces such as online registration, degree audit systems, transcript ordering and enrollment verification. The office also administers course scheduling, class roster management, and academic calendar coordination. Staff oversee transfer credit evaluation, articulation, and ensure compliance with FERPA and CSU academic regulations, as well as federal, state, and CSU policies. In partnership with Academic Affairs, the Registrar's Office supports curriculum management and leads institutional enrollment reporting. By maintaining accurate, secure academic records and streamlined registration processes, the office upholds student progress, data integrity, and institutional accountability.

Imaging & Data Processing

Central to Sacramento State's commitment to efficient and secure data management, the Imaging and Data Processing team delivers cutting-edge solutions for document imaging, records management, and data processing services. The department ensures the accurate capture, storage, and retrieval of critical university records while supporting compliance with data privacy, FERPA regulations, and security standards. By streamlining workflows and leveraging technology, it enhances operational efficiency across campus. The team collaborates closely with administrative units to manage digital archives, process vital documents, and maintain data integrity to support institutional decision-making and reporting.

Student Service Center

As the frontline hub for student engagement at Sacramento State, the Student Service Center delivers exceptional, student-focused support by providing comprehensive assistance with enrollment, registration, financial aid, and general inquiries. The center ensures smooth, efficient access to essential services through in-person, phone, and email communication, enhancing the overall student experience. Staff are dedicated to guiding students through complex processes while maintaining compliance with university policies and FERPA regulations. By coordination closely with departments throughout the campus, the Student Service Center ensures student-centered assistance that drives Sacramento State's mission of access, equity, and success.

Financial Wellness

Sacramento State's Financial Wellness Program operates within the Student Service Center to promote responsible money management through targeted education and personalized support. Partnering with academic departments and faculty, the program delivers tailored classroom presentations upon request and hosts campus-wide workshops and events that engage the broader student community. Additionally, it provides one-on-one fiscal coaching sessions year-round to help students build lasting financial skills. As an integral program housed in the Student Service Center, Financial Wellness advances Sacramento State's mission of access, equity, and long-term student success.

Financial Aid & Scholarships

As a vital component of Sacramento State's commitment to student access and success, the Financial Aid and Scholarships Office provides comprehensive support for student funding needs. The office manages the administration of federal, state, and institutional financial aid programs, as well as scholarship opportunities, guiding students through the application, eligibility, and award processes. By collaborating closely with key campus partners, the office ensures students receive timely and accurate aid information. Focused on closing equity gaps, the office implements process improvements that streamline access to aid and enhance student retention and completion. This strategic approach plays a critical role in Sacramento State's overall enrollment management by removing financial barriers and advancing the university's mission of equity, affordability, and academic achievement.





THE UNIVERSITY

College of Arts & Letters

The College of Arts & Letters engages faculty, staff, and students in the creation and study of what makes us human and what humans make. Students acquire diverse languages and intercultural competence, critical and creative thinking and problem-solving skills, excellence in written and oral communication, and a keen awareness of the past and present while they pursue the promise of the future. The College encompasses the following academic departments and programs: Art, Communication Studies, Design, English, History, Humanities & Religious Studies, Music, Philosophy, Theatre & Dance, World Languages & Literatures, Film Program, and University Library Gallery.

College of Business

AACSB-accredited, the College develops engaged, responsible, and inclusive leaders who enrich their communities. The College offers a transformative management education featuring six undergraduate programs. Also, the College offers graduate programs such as an evening MBA, a one-year daytime MBA with an international focus on-campus and in Singapore, and an online MS in Accountancy. Students graduate with the skills to respond creatively and effectively to emerging global and technological forces, and are ready to embrace the social and environmental responsibilities of the 21st century. The college serves the local business community through two centers: The Center for Small Business and Center for Business Analytics.

College of Continuing Education

The College has been offering courses, seminars and workshops since 1951. Although times have changed since its founding, the College remains committed to serving the community through higher education. As a self-supporting educational unit, the College receives no public funding for its operation. Fees collected for each class cover instruction and administrative costs. The College offers affordable and high-quality offerings including academic credit, non-credit and international programs.

College of Education

The College faculty, students, and staff are highly capable, knowledgeable, and resourceful individuals committed to the success of Sacramento's educational community. The College collaborates with the professional communities in preparing educators, counselors, and leaders, to serve as agents of positive social change. The College gives access to professional careers to students with diverse identities and backgrounds, and contribute to their personal growth. The College also provides informed advice and applied research services to the local educational community.

College of Engineering & Computer Science

ABET-accredited, the College offers degrees and concentrations in the following disciplines: Civil Engineering, Computer Engineering, Computer Science, Construction Management, Electric & Electronic Engineering, and Mechanical Engineering. Students and faculty conduct applied research programs to advance the state of the practice in the engineering community. Faculty works with both public agencies and private firms and integrate applied research into the curriculum.

College of Health & Human Services

The College of Health and Human Services provides the region with health and human services professionals who are leaders through their innovation, engagement, and impact. The college plays important roles in addressing the workforce needs of the region, in community engagement, and in research that matters. With nearly 7,000 students, making it the largest college on campus, the programs offered in the College continue to be in high demand. The faculty and staff are committed to student success, which is one of the primary values of the University's mission.

College of Natural Sciences & Mathematics

In the College of Natural Sciences and Mathematics, students get to know professors while studying a hands-on curriculum. Graduates who seek stimulating careers that continually offer new challenges will find excellent job prospects. Degrees are offered in the following disciplines: Biological Sciences, Chemistry, Geography,

Geology, Mathematics & Statistics, and Physics & Astronomy. The College anxiously awaits completion of a new Science Complex, a five-story building that will be home to 30 teaching and research laboratories, two large lecture halls, a detached 2,500 square-foot planetarium with full-dome digital capabilities, an observatory with a retractable roof and telescopes for viewing the night sky, an entry plaza with educational displays for student and the public, and an environmentally friendly green terrace – a grass-covered roof that provides insulation and captures storm water.

College of Social Sciences & Interdisciplinary Studies

The mission of the College is to cultivate intellectual and personal growth, professional achievement, and civic leadership to benefit a diverse student body and the Capital Region through innovative teaching, scholarship, and service. The College offers undergraduate and graduate programs through its departments in Anthropology, Asian Studies, Economics, Environmental Studies, Ethnic Studies, Family & Consumer Sciences, Gerontology, Liberal Studies, Political Science, Psychology, Public Policy & Administration, Social Science, Sociology, and Women's Studies. In addition, the College has four active and nationally recognized centers: Education Insights Center (formerly the Institute for Higher Education Leadership and Policy), the Institute for Social Research, the Archaeological Research Center, and the Archaeological Curation Facility.

University Library

As the center of campus intellectual discovery, the University Library promotes teaching, learning, research, and scholarly communication at the University by integrating the Library with campus student success programs and instruction. Serving over 1,350,000 visitors annually, it offers a wide selection of physical and e-books and research/journal databases. The Library has a strong online presence, serving over 1,060,000 visitors to its website annually. One of twenty-three libraries in the California State University System, the Library holds over 1.4 million volumes, comprised of print and electronic monographs and serials, and is a Federal Document Depository. The Library's mission is to inspire excellence in teaching, learning, and scholarly activities.



The Position

The Vice President for Strategic Enrollment Management (VPSEM) is a key member of the President's Cabinet, reporting directly to the President. This executive position provides strategic leadership for Sacramento State's Department of Enrollment Management, overseeing the development and delivery of comprehensive enrollment strategies that support the University's mission of access, equity, and student success.

As a strategic leader, the VPSEM drives institutional enrollment planning and resource management while fostering collaboration across campus and with external partners. The role includes representation on CSU enrollment management councils and leadership of community outreach initiatives. Success in this capacity requires visionary leadership, data-informed decision-making, and the ability to balance recruitment innovation with operational efficiency. The VPSEM also ensures compliance with CSU policies, accreditation standards, and institutional priorities.

In the VPSEM capacity, this position ensures the University's enrollment stability and growth through effective oversight of departmental budgets, strategic resource allocation, and performance metrics. With direct accountability for student recruitment, admission, retention, and graduation outcomes, the VPSEM aligns enrollment strategies with institutional goals and financial objectives. This role demands the highest standards of integrity, stewardship, and collaborative engagement, championing initiatives that advance Sacramento State's long-term enrollment targets and academic mission.

The Department of Enrollment Management comprises Admissions; Outreach and Engagement; Financial Aid; Orientation and Transition Programs; Registration and Records; and Enrollment Analytics. The VPSEM provides leadership and support to these units, streamlining processes, leveraging technology, and strengthening recruitment and retention programs to enhance the student experience from first inquiry through graduation. The VPSEM partners with academic colleges, student support services, and community stakeholders to broaden access and promote inclusive excellence.

The VPSEM leverages advanced enrollment analytics and predictive modeling to inform proactive decision-making, monitors market trends and demographic shifts to anticipate evolving student needs and directs ongoing assessment of recruitment and retention initiatives. This role collaborates closely with Marketing & Communications to develop targeted engagement campaigns, fosters partnerships with K-12 and community college systems to strengthen pipeline programs, and works with Institutional Research to refine enrollment forecasting. In addition, the VPSEM leads contingency and continuity planning to mitigate operational disruptions, such as those caused by public health challenges or policy changes, ensuring uninterrupted student services. By continuously evaluating best practices and emerging technologies, the VPSEM enhances enrollment processes and upholds Sacramento State's commitment to access, equity, and student success.

As a leader, the VPSEM is responsible for developing and implementing succession planning strategies for Associate Vice Presidents and other senior leaders, fostering a culture of professional growth and development. This position champions creative problem-solving, change management, and cross-functional collaboration to meet evolving enrollment challenges and position Sacramento State as a model for strategic enrollment management.

The VPSEM is responsible for the oversight of several key campus leaders, including the:

- *Executive Director for Admission & Outreach*
- *Director for Outreach & Recruitment*
- *Associate Director for Admissions Operations*
- *Assistant VP and University Registrar*
- *Associate Registrar*
- *Associate Registrar for Graduation & Degree Evaluation*
- *Director for Student Service Center & Financial Wellness*
- *Sr Associate Director for Financial Aid Processing & Scholarships*
- *Associate Director for Financial Aid & Scholarships*

Enrollment Management's comprehensive organizational structure can be found at:

https://www.csus.edu/apply/enrollment-management/_internal/_documents/em-org-chart.pdf

Opportunities and Challenges

The Vice President for Strategic Enrollment Management (VPSEM) will navigate a dynamic higher-education landscape defined by shifting demographics, evolving student expectations, and policy changes. The VPSEM will serve as a key leader in the following areas:

IMPLEMENTING STRATEGIC ENROLLMENT TRANSFORMATION

The VPSEM can build on existing stackable credential programs by broadening accelerated options for adult learners and community college transfers. By optimizing scholarship utilization toward a 95% target through data-informed award strategies and reinforcing out-of-state and international recruitment pipelines to meet a 10% enrollment goal, the future VPSEM can weave these imperatives into a cohesive, transformational strategy that expands access, boosts yield and strengthens Sacramento State's competitive position.

Additionally, the VPSEM could leverage Sacramento State's existing platforms to automate segmented, personalized outreach using real-time yield call and campus tour attendance data to trigger follow-up reminders and informational touchpoints. By aligning with campus partners, the future VPSEM can smooth the transition from admitted to enrolled status, refine communication templates based on dashboard analytics, and boost conversion rates within the current recruitment infrastructure.

MANAGING RESOURCES AMID ENROLLMENT FLUCTUATIONS

The VPSEM has the opportunity to implement a dynamic resource-allocation model that aligns budget investments with real-time enrollment forecasts and yield metrics, preserving core recruitment and student support programs. In collaboration with the Budget Office, the VPSEM can identify cost-effective efficiencies and pursue quarterly scenario planning to sustain Sacramento State's mission of access and equity.

SUPPORTING ENROLLMENT INNOVATION

Enrollment Management may collaborate with campus partners to pilot predictive analytics models, identify emerging market segments (e.g., adult learners and online credentials), and optimize recruitment spend. By co-designing short-term certificate pathways with Extended Learning, leveraging geodemographic mapping, and conducting cost-recovery analyses, the VPSEM has the chance to ensure adaptability to student needs and workforce demands. Extensions of these efforts could include infusing AI into engagement strategies, expanding infrastructure for out-of-state and international recruitment, and modernizing marketing approaches to appeal to Gen Z audiences, surfacing Sacramento State's unique value proposition.





ADVANCING EQUITY AND INCLUSION INITIATIVES

As a designated Hispanic-Serving Institution (HSI), Asian American Native American Pacific Islander Serving Institution (AANAPISI), and California's first Black-Serving Institution (BSI), Sacramento State has a mandate to embed equity throughout enrollment. The VPSEM will have the opportunity to leverage data analyses to pinpoint equity gaps, tailor outreach campaigns to underrepresented K–12 and transfer populations, and partner with cultural centers to co-create supportive pipeline programs. By instituting bias-aware admissions protocols and designing tiered financial aid models prioritizing low-income and first-generation students, VPSEM could drive inclusive access.

ALIGNING ENROLLMENT TARGETS WITH ACADEMIC CAPACITY

Achieving enrollment goals requires close coordination between Enrollment Management and Academic Affairs to ensure sufficient course offerings and scheduling flexibility. Enrollment Management could partner with academic departments to identify high-demand bottleneck courses, explore expanded use of online and hybrid modalities, and align class availability with recruitment cycles and student demand. By bridging recruitment strategy with academic capacity, Sacramento State can better meet student needs while advancing systemwide completion targets.

NAVIGATING FEDERAL POLICY SHIFTS

Shifting federal policies around immigration, financial aid, and higher education present ongoing challenges, and opportunities, for international student recruitment and enrollment. The VPSEM could monitor regulatory developments closely and collaborate with campus partners to maintain compliance, while proactively identifying pathways to expand global engagement. By strengthening visa support services, diversifying recruitment markets, and advocating for inclusive policies, Enrollment Management can help Sacramento State remain competitive in attracting and supporting students from around the world.



The Position Qualifications

Required Qualifications

The successful candidate must have the following attributes:

Education

- Master's degree in a related field from an accredited university or demonstrated equivalent work experience.

Experience

- Five (5) years of leadership experience in enrollment management, chief marketing, or a closely related field.
- Experience developing and executing comprehensive brand strategies and positioning that drove increased lead generation, improved audience conversion, or enhanced market share in competitive environments.
- Experience with fiscal and personnel management in complex organizational environments.

Knowledge, Skills and Abilities

- Knowledge of brand management and reputation building; ability to leverage Sacramento State's designation and student success programs to develop comprehensive enrollment marketing campaigns that drive measurable enrollment growth.
- Ability to conduct comprehensive market analysis and population assessments to inform strategic enrollment planning and achieve sustainable student body composition across diverse demographics, including traditional students, adult learners, international populations, working professionals, and specialized pipeline programs.
- Knowledge of and understanding of youth culture, trends, and generational marketing approaches; ability to adapt enrollment strategies based on emerging trends and optimize student journey touchpoints from awareness to enrollment.
- Demonstrated familiarity with current and emerging technologies relevant to enrollment management, such as CRM systems, predictive analytics, digital marketing platforms, and generational-oriented communication channels; ability to evaluate and implement new technologies to enhance recruitment effectiveness.
- Understanding of sensitivity and commitment to educational equity within the context of enrollment management, ensuring inclusivity and diversity in student recruitment and retention efforts.
- Ability to think clearly and execute sound decision-making under tight deadlines or high-stress situations.
- Demonstrated ability to build and direct complex financial, human resources, and management information systems relevant to enrollment management.
- Possess expertise in political acumen; knowledge of and ability to understand governance structures, particularly as they relate to enrollment management decision-making processes and stakeholder engagement.
- Excellent interpersonal and communication skills, both written and oral; ability to foster collaboration and engagement between internal/external constituencies.

The Position Qualifications

- Ability to develop strategic partnerships with K-12 districts, community colleges, employers, and community organizations.
- Demonstrated passion and commitment to the mission, vision, and values of Sacramento State.
- Commitment to maintaining a welcoming and inclusive work environment with diverse colleagues and constituents, including faculty, students, staff, and members of the community.

Preferred Qualifications

Education

- Master's or Doctoral degree from an accredited university and/or college.

Experience

- Experience implementing successful enrollment growth strategies in higher education institutions, resulting in increased student enrollment and retention rates.
- Experience utilizing data analytics and research methodologies to inform enrollment management strategies and decisions, leveraging insights to drive improvements in recruitment, admissions, and student success initiatives.
- Experience in higher education administration, including fiscal and personnel management in a unionized environment.
- Experience implementing inclusive recruitment and retention strategies to support underrepresented student populations.
- Thorough knowledge of enrollment management policies, practices, priorities, and trends in the CSU system, the state, and the nation.

Application Process

The Vice President for Strategic Enrollment Management Search Committee will begin reviewing applications immediately after the priority review date of **August 4** and will continue to accept applications and nominations until the position is filled. Nomination letters should include the name, position, address and telephone number of the nominee. All applications and nominations will be handled in confidence.

Applicants must submit: a curriculum vitae/resume and a letter of interest describing interest and relevant qualifications as it relates to this position.

Submit Applications at: <https://careers.csus.edu/en-us/listing/>

RECRUITMENT TIMELINE

*Please see the recruitment timeline below:

- Week of August 4: Search Committee review applications
- Week of August 18: Search Committee interviews candidates for 1st round (Zoom)
- Week of September 2: Finalists will visit campus

*Recruitment timeline subject to change.

Questions and letters of nomination should be submitted by email to:

Email: lori.king@csus.edu



Lori King
Recruitment Analyst
California State University, Sacramento
6000 J St, Sacramento, CA 95819

Refer to "Sac State VP EM" in subject line

California State University, Sacramento, is an Affirmative Action/Equal Opportunity Employer and has a strong institutional commitment to the principle of diversity in all areas. We consider qualified applicants for employment without regard to race, color, religion, national origin, age, gender, gender identity/expression, sexual orientation, genetic information, medical condition, marital status, veteran status, or disability. Sacramento State hires only those individuals who are lawfully authorized to accept employment in the United States.

Candidate selected will be required to provide proof of eligibility to work in the U.S.

Jeanne Clery Disclosure of Campus Security Policy and Crime Statistics Act and Campus Fire Safety Right-To-know Act Notification. For additional information, visit: <https://www.csus.edu/campus-safety/police-department/>