



Texas Wesleyan

UNIVERSITY

Smaller. Smarter.



Vice President for Enrollment, Marketing, and Communications

TEXAS WESLEYAN UNIVERSITY

EFL ASSOCIATES, INC.

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THE POSITION

The Vice President for Enrollment, Marketing and Communications reports to the President and leads, directs and evaluates the University enrollment, marketing and communications activities.

The Office of Enrollment oversees the following areas:

- Undergraduate Admissions (freshmen and transfer students)

- Graduate Admissions
- Admissions Operations

The Office of Marketing and Communications oversees the following areas:

- Marketing (undergraduate and graduate)
- Communications
- Public Relations
- Video and Photography
- Web Development and Strategy

The Vice President plays a pivotal role in the strategic plan in the following areas:

- Sustaining enrollment to maintain a vibrant general education curriculum and pre-professional liberal arts-based undergraduate and graduate degree programs
- Sustaining professional graduate programs that meet community needs for professionally prepared employees
- Enrolling a diverse student body
- Increasing community awareness of the University and its programs
- Reflecting a consistent and coordinated Texas Wesleyan brand aligned with academic and strategic priorities
- Creating a University community that supports the advancement of Texas Wesleyan and enhances internal and external communications

THE UNIVERSITY

The University is committed to the principle that each student deserves personal attention.

All members of the academic community must have freedom to pursue independent thought and to exercise intellectual curiosity.



[Texas Wesleyan](#) endeavors to create a learning environment where each student is provided an opportunity to pursue individual excellence, to think clearly and creatively and to communicate effectively.

The University strives to develop a sense of civic responsibility and spiritual sensitivity, with a commitment to moral actions. Texas Wesleyan University's goal is to develop informed, responsible and articulate citizens.

Texas Wesleyan University was founded by the Methodist Episcopal Church, South, in 1890. It was named the Women's College for Southern Methodism until 1914, when it became the Texas Women's College. In 1934, it became Texas Wesleyan College, and Texas Wesleyan University in 1988.

In 2017, Texas Wesleyan brought back its football program after a 75-year hiatus. Since then, the University has also added wrestling and dance teams.

It has expanded academic offerings, including a B.B.A. in computer information sciences and a doctorate in family nurse practitioner, among others.

It has also transitioned its MBA program to a 100% online format, and shortened its length to as little as one year.

The University continues to be a United Methodist institution with a tradition in the liberal arts and sciences and a focus on professional and career preparation.

ACADEMIC PROGRAMS

The academic program is structured around the following divisions and schools.

- School of Arts and Letters
- School of Business Administration
- School of Education
- School of Health Professions
- School of Natural and Social Sciences
- Weekend and Evening Programs

A focus on student-centered, best-practice teaching methods and the integration of technology with a focus on student outcomes is the primary goal of the faculty.

The university offers a combination of traditional learning opportunities, hybrid classes that require classroom experiences as well as online elements and online classes.

The University Honors Program and the MD Anderson Pre-Professional Program help students enhance their application to graduate school programs.

The graduate program is anchored by the largest nurse anesthesia program in the nation. The University offers the following programs in this field:

- Master of Health Science
- Master of Science in Nurse Anesthesia
- Doctor of Nurse Anesthesia Practice

The university also offers graduate programs in these areas:

- Master of Business Administration



- Master of Education
- Doctor of Education
- Superintendent Certificate
- Master of Arts in Professional Counseling
- Master of Science in School Counseling
- Master of Science in Marriage and Family Therapy
- Doctor of Marriage and Family Therapy
- Doctor of Nursing Practice – Family Nurse Practitioner

CAMPUS

The Texas Wesleyan University campus is centrally located on 83 beautiful acres in East Fort Worth, Texas.



Significant campus improvements started in 2013 when Texas Wesleyan broke ground on the Rosedale Renaissance, a \$6.7 million project designed to revitalize the campus and the surrounding Polytechnic Heights neighborhood. Its four key pieces include the "front door" to the University and iconic Canafax Clock Tower, an investment in the streets adjacent to campus that leverages \$32 million in street improvements along East Rosedale, the United Methodist Church Central Texas Conference Service Center, and renovations to the historic Polytechnic Firehouse which is now home to Texas Wesleyan's art gallery.



The Rosedale Renaissance continues to thrive with the University's community counseling center moving to Rosedale, the opening of the new business accelerator next door and a 3,400-square-foot restaurant, "Ben's Triple B: Biscuits, Burgers and Brews," from Ben Merritt, a rising local celebrity chef.

In 2016 Texas Wesleyan started generating its own energy thanks to a new Combined Heat and Power (CHP) system. This new energy source is projected to save the university \$377,000 annually on utility costs.

The new Nick & Lou Martin University Center opened its doors in fall 2019 and is the most significant capital improvement project at Texas Wesleyan in 100 years. The 44,000 square feet of space has student-essential areas such as more dining options, an expanded bookstore, a career center, study areas and game rooms.

The 300-seat ballroom hosts everything from event dinners to student orientations and is available for community organizations as well – even wedding receptions.

STUDENTS

Undergraduate enrollment is about 1,500. Graduate and Special Programs enrollment is about 1,000. Most undergraduates are Pell eligible and 40% are first-generation college students.

With a student faculty ratio of 14:1, the faculty provides personal attention.

The University sponsors 16 intercollegiate sports with 9 men's and 9 women's and 2 coed teams. As a member of the Sooner Athletic Conference and NAIA, athletics is a major part of the life of the campus.



OUR MISSION AND VALUES

Our Mission

Our mission at Texas Wesleyan University is to develop students to their full potential as individuals and as members of the world community.



Texas Wesleyan University, founded in 1890 in Fort Worth, is a United Methodist institution with a tradition in the liberal arts and sciences and a focus on professional and career preparation.

The University is committed to the principles that each student deserves personal attention and that all members of the academic community must have freedom to pursue independent thought and to exercise intellectual curiosity.



The University endeavors to create a learning environment where each student is provided an opportunity to pursue individual excellence, to think clearly and creatively and to communicate effectively. The University also strives to develop a sense of civic responsibility and spiritual sensitivity, with a commitment to moral discrimination

and action. Texas Wesleyan University strives to develop informed, responsible and articulate citizens.

The University actively seeks and employs faculty and staff with commitment and dedication to teaching, inspiring and serving students. Texas Wesleyan University recognizes its responsibility to the community by providing leadership and talent through programs that enable and enrich society.

Undergraduate and graduate programs are offered on campus and through distance education. Faculty scholarship informs teaching and advances knowledge and understanding.

Our Vision

Texas Wesleyan aspires to be a values- and student-centered university where motivated students prepare for graduate school and leadership in professional careers.

This vision is premised upon the understanding that professional employers seek individuals who have attained the essential skills of critical thinking, analytical reasoning and creative problem solving.

Texas Wesleyan believes that the best way for undergraduate students to learn these skills is in a liberal-arts setting through intentionally small classes led by gifted faculty who are committed to student success.

This vision also recognizes that most students will need graduate professional degrees to further their careers and that these same skills are required for admission to and successful completion of graduate professional programs.

Realizing that most students will enter the workforce before returning to graduate school, Texas Wesleyan University will maintain graduate professional programs of high quality in formats that are accessible to working adults. These programs will focus on deepening and broadening critical thinking, analytical reasoning and creative problem-solving skills in the context of professional content.

THE LEADERSHIP AGENDA

Serving as the university's chief enrollment, marketing and communications officer, the Vice President acts as a strategic and practical advisor to the President, executive staff and the Board of Trustees in the development and execution of the university's overall leadership, vision and management of the school's enrollment, marketing & communication plans.

He/she also provides leadership for all aspects of the university's efforts to engage the public through admissions, recruitment, marketing, digital communications, media relations, social media, publications, and editorial strategies.

Essential Duties and Responsibilities

- Lead and advance contemporary and data-driven enrollment processes; develop research-based marketing and internal/external communication plans in support of the university's strategic plan.
- Ensure that effective program planning and assessment is carried out to accomplish the goals and objectives of the university's & the department's strategic plan. Evaluate staff based on performance criteria that supports and advances the department's and university's Strategic Plan.
- Work collaboratively with university subject-matter experts to initiate, implement, and measure the effectiveness of marketing and communication strategy in areas such as

enrollment, development & alumni relations, campus life, employee and community relations, and academic affairs.

- Lead the conception and design of the university's Web and social media presence.
- Serve as a key advisor to the President, senior management and the Board of Trustees on communication matters and initiatives. Represent the university's mission, vision, and values at official functions on campus and within the community. Serve on university committees as assigned.
- Oversee the development of media relations materials with the regional, statewide and national press. Advise on media relations strategies, monitor media issues and developments, and develop connections to raise institutional visibility. Oversee all public relations efforts for the university.
- Develop and manage operating budgets.
- Provide leadership and vision for organizing and directing enrollment. Direct admissions in providing and directing procedures for admitting students.
- Develop and implement innovative recruitment programs, including strategies to support the school's diverse goals.
- Establish admission goals with the assistance of the President and CFO. Ensure the goals are met, while communicating achievements and concerns with the President throughout the recruiting year.
- Plan and implement strategies to meet the University's recruiting goals for attracting qualified applicants and converting admitted applicants to matriculating students and oversee all recruiting activities.
- Monitor the University's enrollment and issue periodic reports on number of students enrolled. Direct and coordinate the establishment of enrollment programs.
- Represent the University's mission, vision, and values at official functions on campus and within the community. Review, develop, interpret and enforce policies and procedures to ensure compliance with applicable laws and university policies.

ATTRIBUTES AND QUALIFICATIONS

Education and/or Experience

- Master's degree in related field is expected. Minimum of seven years of directly-relevant experience as a manager in enrollment, marketing and communications with demonstrated success required, preferably in a higher education setting. Experience in admissions and recruitment, integrated marketing, public relations, market analysis or communication. Progressively responsible management and supervisory experience is essential.
- A proven track record of creative and visionary leadership in the development of Enrollment, marketing and communications plans in coordination with multiple stakeholders. Demonstrated adeptness and creativity with emerging technology and a strong eagerness to learn new skills.

Knowledge, Skills and Abilities

- Demonstrated ability to be an inspiring, collaborative leader who can interact productively and effectively with internal constituents (employees, students, executive leaders and Board members) and external constituents.
- Experience working with printing vendors, designers, and photographers as well as extensive knowledge of graphic design, printing processes and related technology experience in writing/design techniques, preferably in the North Texas region.
- Experience in managing multiple projects and production schedules required.
- Demonstrated credibility to work well under pressure and to consistently meet deadlines while maintaining a high attention for details.
- Strong negotiation skills.
- Strong understanding of market research methods.
- Proficiency with an integrated administrative system and current software programs.
- Ability to work effectively with a wide range of constituencies in a diverse community.

- Ability to work independently with minimum supervision.
- Ability to work individually and within a team environment.
- Knowledge of and the ability to adhere to university & departmental policies and procedures.
- Ability to be discrete handling confidential matters, while complying with FERPA and privacy regulations.
- Reliable judgment, trusted discretion, strong interpersonal skills to relate to numerous and varied constituencies of the university.
- Ability to maintain a professional appearance and office atmosphere.
- Skill in organizing resources and establishing priorities.
- Budget preparation and fiscal management.

COMPENSATION

Compensation will correspond to the experience and credentials of the candidate, and will reflect the leadership responsibilities of the position. Reasonable relocation assistance will be provided.

EEO STATEMENT

Texas Wesleyan University is an equal opportunity employer. The University upholds its commitment to provide equal opportunity to all employees and applicants for employment in all phases of employment, including, but not limited to, recruiting, hiring, placement, compensation, benefits, promotion, demotion, discipline, transfer and termination. The University shall not discriminate in the employment context against any individual because of race, color, religion, creed, national or ethnic origin, gender, age, disability, veteran's status, sexual orientation or any other reason prohibited by applicable federal, state or local laws.



APPLICATION PROCESS



EFL Associates (<https://eflassociates.biz.com>), an executive search firm, is assisting Texas Wesleyan University with its search for this important leadership position. All calls and inquiries should be made through the search firm.

Nominations and applications will be held in strict confidence and candidates will remain confidential until the final stage of the search, at which time the express permission of finalists will be obtained before their candidacy is made public.

APPLICATIONS SHOULD INCLUDE

- A letter of introduction outlining the applicant's background, and qualifications for the position. *(This letter should specifically address the leadership attributes and professional competencies for this position.)*
- Curriculum vitae/résumé.
- Contact information (e-mail addresses are required) for five professional references, at least one of which is a person who has reported directly to the applicant, a second who is or has been a colleague, and a third to whom the applicant has reported directly. Please note that references will not be contacted until further in the search process with prior approval by the applicant.

PLEASE NOTE

- All candidate materials should be submitted electronically as PDF documents through the following website: <http://eflassociates.peopleadmin.com/postings/1304>
- Application deadline is February 27, 2020.
- The preferred start date is May 2020, but is negotiable.

NOMINATIONS & CONFIDENTIAL INQUIRIES TO

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NOMINATIONS & APPLICATION QUESTIONS TO

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