



Loyola University Maryland
Baltimore, Maryland

Vice President of Enrollment Management

Loyola University Maryland is a Jesuit, Catholic university committed to the educational and spiritual traditions of the Society of Jesus and to the ideals of liberal education and the development of the whole person. Accordingly, the University will inspire students to learn, lead, and serve in a diverse and changing world.

Loyola University Mission Statement

Loyola University Maryland is a Jesuit, Catholic university of approximately 4,000 undergraduate students and 1,900 graduate students committed to the educational and spiritual traditions and ideals of the Society of Jesus: an emphasis on academic excellence, emphasis of the liberal arts, and *cura personalis*—the development of the whole person. Founded in 1852 in Baltimore, the university's main campus now sits in a residential neighborhood on the north side of the city, approximately 15 minutes from downtown Baltimore. There are two graduate centers located in Timonium, Md. and Columbia, Md., and the Loyola Clinical Centers, located in the York Road neighborhood, adjacent to the main campus.

Loyola seeks a dynamic, experienced Vice President of Enrollment Management who will report to the Provost, serve as a member of the President's cabinet, and oversee undergraduate and graduate admissions, financial aid, and enrollment planning. As an effective collaborator with colleagues across campus, the successful candidate will develop a strategic enrollment management plan and play an integral role in policy decisions related to student enrollment, retention, and the goals and objectives of the university. Supervising a staff of approximately 40 professionals, the Vice President will work closely with faculty, staff, alumni, and students to attract students from diverse backgrounds and growing markets who will excel in the classroom and contribute meaningfully to the life of the campus and local community.

Over the last 25 years, enrollment has more than doubled in size and has been stable in recent years, although Loyola experienced a small decline in enrollment in 2017-18, as have many colleges and universities nationally. Aware of the challenges facing higher education, Loyola launched its strategic plan in 2017, [The Ignatian Compass](#), and notes in particular, "We must

build upon the culture of enrollment management that has been instilled throughout the campus community, expanding the mindset that “student recruitment is everyone’s responsibility” to develop a culture of engagement across all members of the community and all stakeholder groups....”

When [Father Brian Linnane, President of Loyola University Maryland](#), appointed Dr. Amanda Thomas as Vice President for Academic Affairs and Provost, he said, “The idea of a provost is not a new one for Loyola, although we have not had one in recent history. With our current opportunities and challenges, however, I feel confident that having a provost, rather than simply a vice president for academic affairs, will allow us to better coordinate our admission and academic efforts, offering a more cohesive, clearer vision for our university and allowing for greater synergies across divisions.”

[Provost Amanda Thomas](#) began her Loyola career as assistant professor of psychology in 1991, became a full professor in 2002 and has served as department chair, associate dean of arts and sciences, associate vice president for graduate studies and dean of Loyola College of Arts and Sciences. Thomas was appointed interim vice president for academic affairs, and in September 2018 was appointed Provost and Vice President of Academic Affairs, fulfilling Father Linnane’s vision for Loyola in this new alignment.

GOALS AND OPPORTUNITIES

The successful candidate for Vice President of Enrollment Management will:

- Build upon the current strategic plan to assure Loyola’s strength and mission remain consistent with the Jesuit educational philosophy to recruit and enroll talented students from diverse backgrounds.
- Communicate an enthusiasm for the Jesuit mission and value of a Loyola education to prospective students and families persuasively and authentically.
- Understand the complexity of financial aid and lead the institution to a financial aid program that is viable for families and sustainable for the institution.
- Serve as a collaborative partner on the president’s cabinet to bring innovation and creativity to enrollment management.
- Serve as a transparent and clear communicator of the work and goals to be achieved; provide guidance and support to a diverse staff, build on the strong operation and morale enjoyed by the department, and encourage and return feedback for success.
- Partner with constituencies across campus to continue a culture where all are engaged in enrollment and retention efforts.

QUALIFICATIONS AND EXPERIENCE

Loyola seeks candidates with:

- A record of success in achieving and maintaining enrollment goals for new and continuing students, including undergraduate, graduate, and international students.
- Strategic understanding of financial aid leveraging along with the knowledge of successful operation in financial aid for prospective and continuing students at the undergraduate and graduate levels.
- Ability to demonstrate the most effective and situational solutions in enrollment management in both undergraduate and graduate school enrollment.
- Facility for enrollment systems including CRMs (Slate is the CRM in use at Loyola) as well as a fundamental understanding of student information systems.
- Understanding of marketing strategies and channels to target potential students, traditional and graduate.
- Strength in applying data analytics to the strategic deployment of resources, both human and financial, to the recruitment and enrollment of students likely to succeed in Loyola's educational environment.
- Commitment to Loyola's mission of diversity and inclusion, with an interest in working toward a more just and equitable world.
- Excellent communication and interpersonal skills.
- Evidence of strong management skills.
- Ability to serve as a compelling and dynamic representative of Loyola to internal and external audiences.
- Understanding of current market trends and in turn, the dexterity to provide the president's cabinet with pertinent enrollment data to inform institutional priorities and initiatives.
- Competency to fully inform and utilize faculty appropriately in the recruitment process.
- A personal style that is genuine, approachable, engaging, and committed to providing strong leadership that will continue to unite and strengthen the enrollment management division and sustain the high morale enjoyed by the team.
- The capacity to work in a collaborative and relationship-building environment that Loyola values.
- Consistent demonstration as an ethical, articulate, and hardworking professional.
- An advanced degree is preferred; a bachelor's degree is required.

CAMPUS AND STUDENT LIFE

When it opened in 1852, Loyola (then College) was located in downtown Baltimore. The campus was comprised of two large city townhouses and enrolled only men until 1971 when the university became coeducational, joining with Mount Saint Agnes College. In 1921, Loyola established the Evergreen campus—the College of Arts and Sciences—on the north side of the city with a Tudor mansion as the centerpiece. The campus is now a 79-acre campus of academic, athletic and administrative buildings and student residences where 84% of the student body live.

The graduate centers, currently located in two nearby suburbs, Timonium and Columbia, are easily reached from the Evergreen campus.

Numerous clubs and organizations are available to engage the curiosity and passions of Loyola students. Over 80% of the student body takes part in service on campus and to the Baltimore community under the auspices of the Center for Community Service and Justice (CCSJ). Aligned with the mission of Loyola itself, the CCSJ aims to “engage students and faculty to serve, learn, and lead for a more just and equitable world.” Loyola’s commitment to offering its students enriching international experiences is best exemplified by the number of student who study abroad for a semester or a year, currently at 60%.

Loyola University Maryland has a robust financial aid program with 90% of students receiving grant or scholarship aid. On average, the university meets 90% of students’ need. Thirteen percent of students are Pell eligible.

A large percentage of students (81%) come from out of state and the gender ratio is 42% male, 58% female. Seventy-five percent of enrolled undergraduate students are Catholic.

In a collection of essays from members of the Class of 2021 to “New Hounds” in the Class of ’22, student Kelly Pease, self-identified as “shy” wrote:

“As I reflect on my first year so far, I definitely have had to overcome some extra challenges that I wasn’t expecting. Yet, through an amazing faculty, administration, students, athletics, classes, and programs, Loyola has met, if not exceeded, all of my expectations. Loyola truly delivers. The University’s strong Jesuit values make the Loyola experience very special. Are you up for the challenge?”

ATHLETICS

Loyola, known as the Greyhounds, is a member of the Patriot League, considered to be the most academically selective athletic association outside the Ivy League. [Loyola is a NCAA Division I school](#) and fields 17 sports and 22 club sports, best known for its soccer and lacrosse programs. The university does not offer football.

Opened in 2010, the Ridley Athletic Complex has been noted as one of the best examples of a collegiate sports venue in the nation. The stadium seats 6,000 spectators and serves as the home to men’s and women’s lacrosse and soccer teams. The athletic facilities are complemented by the Reitz Arena for basketball and volleyball, The Mangione Pool at the Fitness and Aquatics Center, and the Loyola/Johns Hopkins Track and Field Facility.

ACADEMICS

The academic heart of Loyola University Maryland is to prepare students to “learn, lead, and serve.” There are over 30 majors and 60 minors with the largest concentration of student majors in Business and related fields, Communications and Journalism, Biology, Psychology, and

Speech Language Hearing Sciences. Loyola offers 25 graduate programs, with the largest enrollments in the School of Education. There are three schools within the undergraduate university: Loyola College of Arts and Sciences, the School of Education, and the Sellinger School of Business and Management. The student/faculty ratio at Loyola is 11:1 and the average class size is 20.

Over 60% of students participate in study abroad programs in more than 20 countries. Programs range from a single semester (usually in the junior year and most common) or full year, to summer and holiday tour programs. There are programs taught in English as well as total language immersion programs. Students are encouraged to begin planning early for their study abroad experience, particularly those majoring in business, math, or science. There are study abroad opportunities available for all majors.

[Messina](#) is Loyola's signature first year program, a living and learning program serving as a foundation for student success at Loyola and well beyond. The Messina program includes two linked courses, one each semester, connected by one of four themes. The student's advisor teaches one of the two classes. Enrichment opportunities and outside activities further enhance the Messina Program and students live in proximity to their seminar classmates as an opportunity to build deep connections with other students and experiences.

Messina allows students to explore not only their own passions and intellectual interests but provides a network of encouragement and support to explore the interconnectedness of disciplines and experiences. Students are given access to many opportunities on campus, in the local and global communities, and Loyola students are prepared with the capacity "to learn, lead and serve in our diverse changing world."

To learn more about Loyola, go to <https://www.loyola.edu/>.

RANKINGS AND RECOGNITION

US News and World Report has ranked Loyola #5 among the best universities in the north region. Loyola has been among the top five institutions for the past decade.

The 2019 edition of *US News and World Report* also ranked Loyola as #12 for "Best Undergraduate Teaching" and #49 for "Best Value."

Loyola University Maryland has been named a "Top Producer of Fulbrights," with at least one student named in each of the last ten years. Of particular note, four Loyola students were named Fulbright award winners in 2017.

The Princeton Review named Loyola among the "Colleges That Pay You Back," for superior academic outstanding academic quality, affordability, and outstanding career preparation.

The *Payscale* College salary report ranked Loyola No. 2 in Maryland by salary potential and in the top 100 nationally for highest mid-career salary potential of graduates.

BALTIMORE

A city of just over 600,000 residents and located on the harbor of the Chesapeake Bay, [Baltimore](#) is as well known for its crab cakes as it is for its important place in history. Baltimore is perfectly located on the east coast and residents enjoy an affordable cost of living, access to outstanding health care and education to say nothing of dining, and is today booming with opportunities in business, new technologies and software development, the creative arts and more.

TO APPLY

[Napier Executive Search](#) has been engaged to assist Loyola University Maryland as they seek an outstanding leader as their next Vice President of Enrollment Management. To arrange for a confidential conversation or to nominate a candidate for the position, contact Nancy Benedict (nancy.benedict@napiersearch.com) or Mary Napier (mary.napier@napiersearch.com). To apply, send a current resume, a detailed letter of interest outlining your knowledge of enrollment management and appreciation for Loyola and for Jesuit education, and the names and contact information of professional references (phone, current position, email address and your relationship to the reference) to Loyola@napiersearch.com. For best consideration, apply by January 8, 2019. Review of materials will continue until the position is filled. The start date is Summer, 2019.

Loyola University does not discriminate on the basis of race, sex, color, nationality or ethnic origin, age, religion, disability, marital status, sexual orientation, gender identity, genetic information, military status, or any other legally protected classification. The university recruits, hires and promotes in accord with this policy and its Core Values.

