

Invites Applications and Nominations for the Position of:

Vice President of  
Enrollment Management  
and Student Success

## The Opportunity

Northern Virginia Community College (NOVA) invites nominations and applications for the position of Vice President of Enrollment Management and Student Success. NOVA seeks a capable leader who demonstrates a commitment to community engagement and building partnerships, excellence in promoting student success, and working in and fostering a diverse, multicultural, and international community.

## The Role of the Vice President of Enrollment Management and Student Services

The Vice President of Enrollment Management and Student Success serves as the chief student services officer for Northern Virginia Community College (NOVA). The Vice President is responsible for providing vision, leadership, oversight, and strategic direction to the division of Enrollment Management and Student Success and is charged with the overall management, planning, administration, and evaluation of the division's programs, services, personnel, policies, procedures development, facilities and budget. The Vice President is also accountable for developing and leading NOVA's strategic enrollment management plan and ensuring college offices work together to meet enrollment, retention, and success targets. The following positions report directly to the Vice President: Dean of Recruitment and Admission; Associate Vice President of Enrollment Services; Associate Vice President of Engagement and Retention; Associate Vice President of Student Supports; Dean of Student Rights and Responsibilities; Student Success Co-Leads; Director of Athletics, and an Executive Administrative Assistant.

## The Position

The Vice President is a member of the Administrative Council and reports directly to the President, serving as the college's leader on all matters related to enrollment management and student services. The Vice President is responsible for leading and supporting the College's commitment to student access, retention, engagement, and success by actively developing, implementing, and sustaining programs that enrich student learning, build and maintain a strong sense of community, and promote growth through engagement in the life of the College. In so doing, the Vice President leads and develops a team responsible and accountable for these functional areas, ensuring that all student services model the commitment to a holistic culture of care, equity in student outcomes, and evidence-based practice articulated in the Virginia Community College System [Opportunity 2027 Strategic Plan](#).

Working with faculty and staff, the Vice President serves as an advocate for student learning in all dimensions of student life. The Vice President provides vision, leadership, and direction to student services at NOVA and supervises all related functions, including advising, athletics, counseling, enrollment management, financial aid, records and registration, student life and leadership, student rights and responsibilities, and veterans services. The Vice President works effectively with all members of Administrative Council to advance NOVA's mission and achieve institutional operational and strategic goals. In all things, the Vice President acts in a manner that

exemplifies innovation, inclusive excellence, and equity-mindedness; demonstrates the highest integrity and, when appropriate, confidentiality; and acts with sound judgment, balance, and perspective.

## Qualifications

### Minimum Qualifications:

- › An earned doctorate from a regionally accredited college or university.
- › At least five years of progressive administrative experience in student services/affairs, or related experience in higher education, including supervisory experience.

### Preferred Qualifications:

- › A doctorate in educational leadership, higher education leadership, counseling, or a closely related field.
- › Previous experience in a community college environment.

## Knowledge, Skills, and Abilities

### Knowledge:

- › Knowledge of effective, equity-minded, evidence-based practices within student services.
- › Knowledge of the policies, procedures, and regulations at the institutional, state, federal, and accreditation-level that impact postsecondary education.
- › Knowledge of higher education principles of shared governance.

### Skills:

- › Skilled in forming effective partnerships and collaborations across diverse stakeholders.
- › Skilled in interpersonal communication and conflict resolution.
- › Skilled in leading, developing, and managing personnel.
- › Skilled in managing projects and processes from idea through execution and evaluation.

### Abilities:

- › Ability to synthesize and present data to varied audiences.
- › Ability to analyze and make sound, informed, and well-considered recommendations on complex issues.
- › Ability to work effectively with a diverse workforce.
- › Ability to maintain confidentiality on individual student and personnel matters.
- › Ability to maintain and meet deadlines and deliver high quality work product when managing multiple projects.

## Northern Virginia Community College

Northern Virginia Community College is the second largest community college in the United States and the largest public educational institution in Virginia. NOVA has more than 71,000 students and 2,600 faculty and



staff members. As one of the most internationally diverse colleges in the United States, with a student body consisting of individuals from more than 180 countries, NOVA is committed to creating a diverse, inclusive, and equitable Virginia by fostering excellence in higher education. As an Achieving the Dream “Leader College,” NOVA is committed to the principles of access, opportunity, student success, and excellence by meeting the educational and training needs of the region and its people with excellent and affordable courses and programs, offered by an inspired and committed diverse faculty and support staff.

With six unique locations throughout our region, each conveniently located within 40 miles of Washington D.C, we have Northern Virginia covered.

NOVA offers an opportunity to make a difference with outstanding career opportunities and competitive total rewards benefits, including a comprehensive health and dental insurance program, generous paid leave, deferred compensation plans, paid parental leave, state employee discounts, and a solid and secure retirement system. NOVA embraces opportunities to create a college community that is a welcoming and inclusive place to learn and work. We do this by fostering a sense of belonging and ensuring equity while maintaining an open, civil, and safe environment for our students, faculty, staff, and guests. In so doing, NOVA fulfills its mission to offer world-class teaching and learning to the Commonwealth of Virginia.

## **Community**

Part of the Washington, D.C. metropolitan area, Northern Virginia reflects great energy and rich cultural diversity with people from all over the world calling it home. Northern Virginia is one of the most economically vibrant and highly educated regions in the nation.

NOVA serves a variety of populations but specializes in educating our secondary and post-secondary community and preparing them for 21st century careers, which include high school students participating in technical preparation and dual enrollment programs; college students pursuing educational credentials, skills training, and professional development; business, industry, non-profit organizations and public agencies seeking workforce development and employee-training services. NOVA is an integral part of our community and provides access to programs throughout the state including young children and their parents in child-care training programs; youth participating in summer and after-school programs; senior citizens and others interested in life-long learning; people with disabilities needing accessible educational opportunities or seeking vocational rehabilitation; military personnel and their dependents needing education and training; immigrants from non-English speaking countries seeking

language, cultural skills, and other educational opportunities; and everyone who can use and enjoy the broad-based cultural and civic activities hosted by the College.

The larger community surrounding NOVA's six campuses offers every possible amenity, including excellent schools, easy access to airports and mass transit, rich cultural heritage and an unparalleled historic foundation.

## Student Life

NOVA remains consistent in our commitment to the values of access, opportunity, student success and excellence, with the mission of delivering world-class in-person and online postsecondary teaching, learning and workforce development to ensure our region and the Commonwealth of Virginia have an educated population and globally competitive workforce.



NOVA's student body growth is greatest among the region's minority populations and among families without a tradition of college attendance. NOVA is Virginia's leading minority-serving undergraduate institution, serving more African American students than the state's two public historically black universities combined. In addition, 35% of all Latino students and nearly one-third of all Asian undergraduates in Virginia's public higher education are enrolled at NOVA.

The College recognizes almost 100 active student clubs and organizations at the six campuses. The College recently became one of the first institutions in the region to add a competitive Esports program. Each campus hosts an active student government, and one student serves on the College Board.

NOVA offers many opportunities for highly motivated students. Each campus houses a chapter of the international honor society Phi Theta Kappa, and students may join The National Society of Collegiate Scholars. The Honors Program provides a comprehensive core curriculum and allows students to interact as a community of learners. NOVA students can study abroad through the Office of International Education.

## 2020-2021 Enrollment:

- › Student: 74,804
- › Faculty & Staff: 3,097

## Programs:

- › The college offers 67 two-year degree programs
- › 10 certificate programs
- › 45 career studies certificate programs.

## Students:

- › 33% underrepresented students
- › 29% of students are enrolled full-time and 71% are part-time
- › 23 is the average student age

## Retention: Fall 2019-2020

- › The Fall-to-Fall retention rate was 55% for all students
- › 74% for first-time, full-time, program placed students.

## Accolades:

- › NOVA is honored nationally as an Achieving the Dream Leader College for having shown three years of steady improvement in outcomes that measure student success – Leader College status represents a sustained, successful effort to build a student-centered culture.
- › NOVA has been named a top producing community college of student Fulbright Scholar Awards in six of the last eight years.

## Financial Aid:

- › In 2019-2020, 31% of NOVA students received some

NOVA is a leader among the nation's colleges and universities in serving military-related students. Because of its location, the College serves many of these students — currently there are more than 7,500 active-duty service members, reservists, National Guard personnel, veterans, and their family members enrolled at NOVA. Active-duty service members, veterans and eligible family members now comprise 13% of our student population. The Office of Military and Veteran Services (OMVS) supports the success of this unique population of students. In addition to providing on-campus advising and support services, OMVS maintains a presence and provides classes at most of the military installations in the service area. OMVS also coordinates and manages the College's contract and non-credit instruction services provided to military commands in the service region and beyond.



## Accreditation

Northern Virginia Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the associate degree. Curricula of the College are approved by the College Board and by the State Board for Community Colleges. The two-year associate degree programs are also approved by the State Council of Higher Education for Virginia. NOVA also holds specialized accreditation for over 15 selected programs across the College.

## Educational Foundation

The Northern Virginia Community College Educational Foundation, Inc. was established to provide additional financial support for the College's students and programs.



Created in October 1979 as a nonprofit, tax-exempt 501(c)(3) charitable foundation, it strives to obtain resources from private individuals, businesses, and other foundations to enhance the College's mission. The NOVA Educational Foundation is governed by a board of directors whose members come from both the public and private sectors in Northern Virginia.

## Workforce Development

Northern Virginia Community College is a strategic, regional asset for higher education and workforce development. NOVA Workforce and its real-time job market analytics and economic modeling team help illustrate Northern Virginia's economic landscape, including market conditions and growth areas, skill shortages, and talent demands. NOVA is the first academic partner of the Northern Virginia Technology Council (NVTC) which allows



our labor market team access to NVTC's 1,000+ local membership to test our assumptions and build world-class programs keeping a pulse on new and emerging technologies.

NOVA Workforce launched a series of additional initiatives, including the new Tech Talent Pipeline project, which informs students, teachers, and parents of in-demand careers and job projections. NOVA works with over 8,200 companies to match real-time talent for open positions. NOVA has developed a robust partnership with Amazon Web Services (AWS). This corporate partnership has led to the delivery of the first-ever cloud computing degree specialization offered by higher education. NOVA also launched some of the fast-growing virtual and in-person apprenticeship programs with AWS, a model which is now scaling with other regional business partners with a goal of over 2,000 apprentices over the next few years.

## Nomination and Application Process

### Salary

Salary is competitive and commensurate with qualifications and experience.

### How to Apply

Greenwood/Asher & Associates, Inc. is assisting Northern Virginia Community College in this search. Applications and nominations are now being accepted. Confidential inquiries and nominations should be directed to Greenwood/Asher and Associates. For a full application package, please provide a cover letter, CV, and list of five references. Submission of application materials as PDF attachments is strongly encouraged. To apply, please follow this link: <https://jobs.vccs.edu/postings/38217>. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

#### **Please direct inquiries and nominations to:**

Betty Asher, Founder, Greenwood/Asher & Associates  
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*Northern Virginia Community College is an Equal Opportunity, Affirmative Action Employer and actively seeks applications from women, minority candidates, veterans, and people with disabilities.*